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TRAINER?

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THE UNDISCOVERED
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FITNESS

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Photo: Steve Granaway



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ON THE MOVE



The world of fitness is on the move and, over the past few months, we have come across some amazing people out there doing simply astounding things. Innovation and success are abundant in this constantly growing, changing and adapting industry, and here at *Fitness PRO*, we aim to inform you on the latest and greatest people, products and reports.

With support from IHRSA, *Fitness PRO* Magazine is privy to many unique stories as well as fantastic information that is created for industry professionals from every corner of the globe. Once a year, IHRSA goes to great lengths to produce a report that is of significant value to any and every fitness professional. The IHRSA Global Report has the latest details on how many clubs operate in each country, how many club memberships are sold each year and the kind of dollars that are spent in the fitness industry. These are included in the annual IHRSA Global Report, which is printed and published online. The graphs and research detail the 'who's who' in the gym chains and which brands are growing and opening in which countries.

We have included most of the report's content in this issue of *Fitness PRO*, with a specific focus on the Asia-Pacific sector. The research makes for some very interesting reading and shows the size of the fitness industry on a global scale.

From a local point of view, we take a look at a number of successful

professionals, such as Ebony Taggart of NextGen Fitness Factory. Starting with eight people in her local primary school hall, she has created a successful business in transforming people's lives. Her story and the many others in the pages of this issue prove that passion and creativity can lead to great success. There are plenty of channels for unique approaches to fitness in Australia, and I hope these profiles offer inspiration for your own direction within our industry. And, remember, if you do create something unique, we'd love to hear about it.

Gracing our cover is none other than the well-known fitness professional Steve Willis, better known as Commando Steve. Not only is he one of the highest-profile trainers in the industry, he is also an international CrossFit athlete, entrepreneur and inspirational leader. This guy is truly switched on and understands people, so make sure you check out his interview as he has a great message for all our readers.

We've also created a brand-new PT segment that will appear in every issue. We truly value our PT readers and are dedicated to featuring the latest



technical workouts, business advice, tips and more that can help PTs take their business and skills to the next level.

On a personal note, I have had a two-month 'tree change' and have been living in the Swedish countryside where my wife was raised. It has been summertime and I have missed my local CrossFit box for training. However, I have taken my own training seriously and created a backyard box. I have been training regularly with friends here who competitively paddle K1 kayaks, as well as mountain biking, running and trekking. My new motto is 'the world is my gym!'

Wherever you are, I hope you find time to train hard, build your knowledge and look after those you care about. Life is too good to waste — even one day! **FP**

— Michael Henry

with benefits that will help them be more successful.

IHRSA and its members (health clubs and fitness facilities, gyms, spas, sports clubs, and industry suppliers) are dedicated to making the world healthier through regular exercise and activity promotion. Find out more about IHRSA at www.ihsra.org



About IHRSA

IHRSA is the trade association serving the global health club and fitness industry. The mission of IHRSA is to grow, protect and promote the health and fitness industry, and to provide its members

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NAM BALDWIN

Nam Baldwin is a peak performance coach and founding director of Equalize Training Company. He is an emotional and stress control and management specialist, the co-developer of internationally recognised BET Training, mentor and motivational health coach. Over his career he has trained Olympic gold medallists and several world champions, including Mick Fanning – 2007, 2009 and 2013 World Surfing Champion – who he continues to train today. He has assisted patients back to complete health when conventional medicine had failed, and helped thousands of clients reach their ultimate fitness goals by educating them on how to live a healthier, happier, sustainable lifestyle. Nam is a life, wellness and peak performance coach, a powerful corporate trainer, and a hugely popular inspirational speaker.



SCOTT HUNT

Scott Hunt is the CEO of Fitness Enhancement Personal Training, which he founded in 1999 as a 19-year-old. It has since grown to become the third-largest personal training company in Australia, with trainers across the Gold Coast, Brisbane, Melbourne and Sydney, and is actively seeking more studio and mobile franchisees in all cities. Scott has a Cert III and IV in Fitness, a Bachelor of Business with a Major in Sports Management and has twice been a Young Entrepreneur of the Year finalist and also been awarded the Fitness Australia Gold Award for quality twice.

For more information visit

www.fitnessenhancement.com

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Visit fitnessenhancement.com/PTfranchise to see the top 16 reasons why a Fitness Enhancement franchise will build your business bigger, better and faster than paying rent at a Gym!



I got more clients in one month of being a franchisee, than I did in a whole year of going it alone, and I'm now A few months in I'm already taking on staff to cater to demand!
Matthew Eddy,
Franchisee

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JOIN THE CONVERSATION

What inspires you?



Jeroen Hartelman: Music and my own body. Sometimes music can make your mood if you're feeling a bit scattered like I often do when it comes to working out; music gives me direction. I like to think of what it feels like to really get into 'work mode'! I like feeling my body turn into a working machine with every muscle engaged simultaneously — all working as a team!



@tinapurefit: Anyone who makes fitness a priority. We all lose motivation at times (even us professionals!) but I really admire those who just get out there and get their session done.

What is your favourite way to train?



@Stepintolifeofficial: Outdoors and in a group! The best way to train!



@bodyworkspt_aus: Teaching body pump or RPM. Best of both worlds as I get a great workout and help motivate others to as well!



@coombsy16: Training small groups with correct technique when lifting, energising music and proactive encouragement with each and every person.

What is your favourite workout song?



@nickie_1_and_only: 'Slave to the Music'.



@dan_harte: I think we all evolve taste over time and I personally find that cardio and resistance training need different beats. Right now, Rage Against the Machine's 'Bulls on Parade' absolutely lights me up for a workout.



@coombsy16: When it is a lifting day and I need that extra kick to get into the full rhythm of my workout, I blast out The Script's 'Hall of Fame', ft. will.i.am. It gets the motivation and blood pumping every time.

Join the conversation for a potential feature on this page by following *Fitness PRO* on Instagram: **@FitnessPROMagazine** or liking us on Facebook: www.facebook.com/FitnessPROMagazine

A FEW WORDS FROM IHRSA



IHRSA, the International Health, Racquet & Sportsclub Association, is the trade association serving the global health club and fitness industry. The mission of IHRSA is to grow, protect and promote the health and fitness industry and to provide its members with benefits that will help them to become more successful.

IHRSA and its members (health clubs and fitness facilities, gyms, spas, sports clubs and industry suppliers) are dedicated to making the world healthier through regular exercise and activity promotion.

IHRSA members are for-profit businesses operating in the health, racquet and sports club industry. Our members have set the pace for the industry's expansion and evolution.

Fast facts about IHRSA

- **Club members:** more than 10,000 in 75 countries.
- **Associate members:** more than 600 industry suppliers.
- **Governance and leadership:** guided by a Board of Directors elected from, and by, the membership.
- **Affiliations:** IHRSA has affiliations with dozens of relevant government agencies and organisations such as the American Cancer Society, the US First Lady's Let's Move! campaign and the President's Council on Fitness, Sports and Nutrition, multiple related international organisations and several US regional associations.

Health and activity promotion

The fitness industry is poised to step up as a solution to the growing public health crisis of obesity and inactivity. IHRSA represents and supports this goal through outreach, education and programs that help promote healthy, active lifestyles, such as the *Health Benefits of Exercise Report*, *Get Active!* magazine, Healthclubs.com, #WhyGetActive and MoveIt Monday!

Advocacy

IHRSA is the primary defender and promoter of the health club industry in Washington, DC, in state capitals across the USA and on a global level. IHRSA's advocacy efforts seek to prevent the US government from doing things that are harmful to health clubs and to strengthen initiatives that will help grow the number of people exercising in health clubs.

Research, publications and information

Through annual surveys, IHRSA collects and reports key operational data on all aspects of the health club industry from consumer attitudes to industry trends. IHRSA's magazines, publications and online resources address all the

needs of running a successful fitness business. If you are looking for industry benchmarks, best practices or trends, then IHRSA's research, magazines and information resources have you covered.

Meetings, trade shows and webinars

IHRSA's events provide a vast array of speakers on business and corporate culture, instructional sessions on all aspects of succeeding in the health club industry, social events to mix and mingle with peers, and the most spectacular trade shows in the industry. IHRSA members are invited to enjoy each of these events at special, discounted registration rates.

IHRSA hosts the industry's most important events, including:

- the IHRSA International Convention and Trade Show,
- the IHRSA Institute,
- the China Fit/IHRSA China Management Forum,
- IHRSA/Fitness Brasil Latin American Conference & Trade Show,
- IHRSA/Mercado Fitness Mexico City Conference & Trade Show,
- the European Congress, and
- monthly webinars.

For information on any of the discussed topics, resources and more, visit www.ihsra.org

—John Holsinger, Director, IHRSA Asia-Pacific

WHAT'S NEW?



Surf Life Saving Australia welcomes first ever female CEO

Commencing her role in July, new Surf Life Saving Australia chief executive officer Melissa King is the first ever female CEO of the peak body SLSA.

Ms King has been employed by SLSA since July 2013, when she was appointed as general manager for communications and business development.

Before joining Surf Life Saving Australia, Ms King served five years as the Sydney Opera House's group manager for corporate partnerships

and two years as a manager for sponsorship and business relations with the APEC 2007 taskforce (a part of the Department of Prime Minister and Cabinet).

"Surf Life Saving Australia is an iconic and proud organisation, and I am really excited about the challenge of leading a movement that is part of the fabric of Australian culture," Ms King said.

For further information visit www.sls.com.au

Precor launches direct sales model in Western Australia

Precor has commenced direct sales in Western Australia, selling its award-winning premium commercial and consumer fitness equipment to the Western Australian health and fitness sector.

The announcement aligns Western Australia with Precor's global strategic direction of expanding sales, marketing, operations and customer service as a direct function in large markets, highlighting the importance and potential the Western Australian market offers.

Precor Australia business manager Peter Dugmore thanked Nordic Fitness for a successful three-year partnership.

"Precor has enjoyed steady growth in Western Australia through its partnerships with major customers such



as Anytime Fitness, Venues West, Eaton Recreation Centre and Vamp Fitness, to name just a few, and Nordic Fitness has contributed to this growth," Mr Dugmore said.

"The new structure will allow Precor to build even closer local relationships

and a greater understanding of customer needs. The changes will see a dedicated Precor sales model established within Western Australia."

Operations and servicing will be performed on behalf of Precor by local Perth company WA Gymtech.

Soy puts the brakes on strength training

New research at the University of South Australia published in *Clinical Nutrition* suggests that soy proteins reduce the benefits of strength training compared to a protein-matched, dairy-enriched diet.

Professor Jon Buckley, the director of UniSA's Alliance for Research in Exercise, Nutrition and Activity (ARENA), said participants who were eating soy foods as a supplementary source of protein did not increase strength as much as those consuming the amount of protein typical of the Australian diet or those taking their extra protein in dairy foods.

"This means people eating soy supplements were reaping less benefit for all the hard work done in the training," Prof Buckley said.

"It may be due to soy foods containing isoflavones, which have estrogenic properties which oppose or dampen the muscle building actions of the testosterone that is released immediately after weight or resistance training."



"People wanting to get the most out of strength training should concentrate on high-quality protein sources such as dairy and meat to supplement their diets and avoid soy foods."

State-of-the-art centre now open on Victoria's peninsula

The recently opened Peninsula Aquatic Recreation Centre (PARC), located in Victoria, is the peninsula's premier aquatic, fitness and recreational centre. It was specifically built to connect individuals and communities through diverse and exciting aquatic and physical activities.

The PARC is a state-of-the-art centre that provides a range of innovative facilities, services and experiences for all of your health, fitness and wellness needs. The PARC offers an Olympic-size swimming pool, hydrotherapy pools, learn-to-swim pools, fun waterslides and water play areas, and high-quality gymnasium and exercise rooms.

The centre, which is located on the corner of Cranbourne Road and Olive Grove in Frankston, caters for an excess of 600,000 annual visits and has more than 200 staff.

For more information visit www.parcfit.com.au



Exercise professionals play a part in brain health

The fitness industry is equipped to play a part in brain health and reducing the risk of dementia with the release of two new resources by Alzheimer's Australia in partnership with Fitness Australia, the peak industry association.

The two resources, The Brain Health Checklist and Brain Health Guidelines, provide simple steps that exercise professionals and their clients can take to ensure that they are considering brain health as part of their training program.

Among the publications available online is *The 5 Simple Steps to Maximise Your Brain Health*, which lists these five simple steps as:

- Looking after your heart;
- Doing some kind of physical activity;
- Mentally challenging your brain;
- Following a healthy diet; and
- Enjoying social activity.

The Brain Health Checklist and Guidelines are available at www.fitness.org.au/brainhealth

RIGHT NOW YOU'RE GETTING A BRAIN WORKOUT



Regular physical activity increases blood flow to the brain and stimulates the growth of new brain cells and the connections between them. This improves your brain health and reduces the risk of dementia.

It takes only 5 Simple Steps to Maximise Your Brain Health.
Being active is one. Download Brain Health Checklist to find out what the other four steps are.

Learn more and do more to live a brain healthy lifestyle.
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TECHNOLOGY NEWS

The first GPS bike computer

Garmin Australia has launched the first GPS bike computer with Strava Live Segments. The Edge 520 boasts a myriad of advanced analysis features, including time in zone, functional threshold power, cycling-specific VO₂ max and recovery time, indoor trainer support, cycling dynamics and in-ride segments through Strava and Garmin Connect. Additional connected features and a high-resolution colour display offer cyclists a complete package of cutting-edge features in a compact, lightweight device.

**RRP: \$399 and \$499 AUD
bundled with a heart rate monitor, cadence sensor and speed sensor.**

www.garmin.com/en-AU



Innovative wearable sports technology

Athos is the first ever wearable technology that can measure exactly how hard muscles work during a workout. Using electromyography (EMG) technology, biological sensors in the apparel measure muscle activity, heart rate and breathing rate, and transmit this data to a small module called the Athos Core. The core then wirelessly syncs to a smartphone app, allowing the user to view that information in real time.

**RRP: Prices vary from \$199 to \$529
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Streamline your fitness activities

iFit® Vue is a sleek, wearable device that will automatically detect when you are walking, running, cycling, swimming or sleeping. It is Bluetooth heart rate compatible and, with its touch screen display, allows you to view messages and stats as you go as well as inputting calories directly onto the device. iFit® will streamline your fitness activities and nutrition from the office, the home, to the gym. It will change the way you work out, track your daily activity and also the foods you eat, and the calories you consume. With its web-enabled fitness equipment, wearables and mobile apps, iFit® it will track your sleep and personalise your wakeup schedules, track your calorie intake and cross reference against the calories burnt that day and

help you plan weight loss/fitness goals and schedules based on this data.

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Tour De France Indoor Cycle

If you missed riding in this year's Tour de France or have always wanted to ride alongside the elite cyclists, now you can. The Pro-Form Fitness® Tour de France Indoor Cycle allows you to do just that.

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to allow the incline and decline to simulate the actual landscape of the Tour de France route, you'll be riding along exactly like the pros. The indoor cycle will also connect to any iFit-enabled device, allowing you to track your activity as you go.

RRP: \$1999

For more information visit www.proformfitness.com.au

Hero4

Hero4 Session is the smallest, lightest, most convenient GoPro yet. Shaped like a cube, the Hero4 Session is 50 per cent smaller and 40 per cent lighter than GoPro's best-selling Hero4 Black and Silver cameras.

Hero4 Session packs GoPro's Emmy Award-winning image quality and performance into an exciting new low-profile form factor.

Hero4 Session benefits from a durable waterproof design that eliminates the need for a separate housing, and features simple, one-button control to make capturing immersive photos and video quicker and more convenient than ever before.

RRP: \$579.95

For more information visit www.gopro.com



TomTom Bandit

The TomTom Bandit is the first ever camera to come with a built-in media server, eliminating the need to download footage before being able to edit it. The camera works with a companion app; this makes it possible to create videos and overlay them with your favourite music and metrics, and share them in a matter of minutes, simply by shaking your smartphone.

The TomTom Bandit Action Camera produces great-quality video. It has a wide angle lens, high-end 16 MP CCD sensor and a powerful processor. It is

equipped with in-camera motion and GPS sensors to automatically find and tag exciting moments based on speed, altitude, G-force, acceleration and heart rate.

RRP: \$579,

premium pack \$699

For more information visit www.tomtom.com



IS WORK MAKING US UNFIT?

Unhealthy work habits are having an alarming result on Aussies.

A survey by the Fitness & Health Expo, the largest event of its kind in the southern hemisphere, has revealed that our job may be having a negative impact on our health and fitness, with many Australians spending the entire workday sedentary.

The national survey of more than 1100 Australians revealed that 51 per cent

of us either never take a lunch break or take one only sometimes, and 55.6 per cent of people take their break sitting at their desk, sitting in the car or in the work lunchroom. Only 33 per cent of respondents who take a lunch break use this time for exercise, sport or to go for a walk.

Just over 72 per cent of respondents aren't offered a gym or subsidised fitness

program at work, and only 13.3 per cent have access to a work social sports team, yet four out of five respondents said they would take advantage of such services if they were offered.

The survey also revealed that the 'golden age' when most people feel at their fittest is 22. This is followed by the ages of 30, 28 and 25*. And 42.2 per cent of those with kids say they were fitter before they had children.

When it comes to our bodies, our worst problem areas are our stomach (61.3 per cent), thighs (46.9 per cent), butt (23.1 per cent) and arms (16.1 per cent), and 45.2 per cent of people admit that what they look like while exercising has affected their choice of exercise. For 27.1 per cent of respondents, other people's perceptions of what they look like while exercising has stopped them from working out altogether.

Most of the respondents

agreed that making time for fitness meant making sacrifices, and the most common were the sacrifice of leisure time (25.9 per cent), enjoyment of food (23 per cent), family time (22.1 per cent) and time with friends (20 per cent).

Almost 38 per cent of respondents also admitted that they have exercise equipment they have bought and used less than 10 times.

The annual survey shows that the gym workout is still the most popular workout choice for Aussies, followed in rank order by HIIT (High Intensity Interval Training), boxing, boot camp and kettlebells (with weights, personal training, walking and running dropping from the top five).

*Age ranges of those taking part were as follows: under 25 (24.4 per cent), 25-34 (41.2 per cent), 35-44 (24.94 per cent), and 45-plus (9.47 per cent).

For more information visit fitnessexpo.com.au **FP**





Fitness First plans by-invitation-only gym

One way to stand out in a saturated market may be to open an exclusive club. Would you believe so exclusive that it's available by invitation only?

That's the concept that Fitness First, the UK-based club chain, plans to test in Singapore later this year. The first of its kind for the firm, the facility will be located on the upper floors of CapitaGreen, a new office tower in the city.

Specific details, including the club's name, its pricing, membership criteria, and the amenities it will offer, are still in the works (or under wraps). Speculation is that the club will target high-level executives who are willing to pay more than double the rate charged by other Fitness First clubs.

In all, Fitness First operates some 300 locations worldwide.

Standing out in the Singapore market is a challenge for any club business. In the city's Central Business District alone, there are more than 30 facilities, ranging from boutique facilities to Gold's Gym to Anytime Fitness to Amore Fitness (women-only).

Such by-invitation-only gyms have already sprung up in cities like New York.

At E at Equinox Fitness, in Manhattan, for instance, a select clientele pays a total of \$26,000 a year. For that hefty fee, they receive, among other things, two private training sessions a week with the chain's best personal coaches.

Walking for your, and your dog's, health

A recent study conducted by scientists, veterinarians, and physicians in Maryland revealed that dog owners will follow an exercise regimen if it's prescribed for their overweight or obese canines. In fact, even if more walking isn't recommended for them, owners who are told that their dogs are "worryingly heavy" are more apt to pick up the pace to help their pets slim down. That's good for humans, too.



Crunch launches a 50 Shades of Fitness exercise class

When it comes to clever, trendy programming that makes use of current events as a point of departure, Donna Cyrus, the senior vice president of programming at Crunch Fitness, is the person to turn to.

Capitalising on the media frenzy that accompanied the outlandish success of the *Fifty Shades of Grey* novel and film, Cyrus has come up with a class called Whipped: 50 Shades of Fitness. The classes are led by, what else, a dominatrix with a crop in her hand, who calls out such motivating comments as, "If you don't do these 20 push-ups, you're going to get whipped".

Some of the participants show up in costumes in keeping with the theme.

"Every now and then, I like to try something more fun and out of the box," says Cyrus.



The classes, which infuse traditional interval training with theatrics, have been a hit at Crunch locations in New York, Miami, Los Angeles, and San Francisco.

Cyrus also created a cardio striptease program after the movie *Striptease* came out in 1996. Several years ago, she devised Whipped after discovering that Melody Henry, one of her New York yoga instructors, used to be a dominatrix in her "other life".

When the *Fifty Shades of Grey* movie premiered, Cyrus decided to revive the class, knowing that she had exactly the right instructor.

Saudi girls earn right to exercise

Three years after sending its first female competitors to the Olympic Games, the government of Saudi Arabia has announced a new education policy that makes it mandatory for Saudi girls to participate in sports and exercise in school.

Nearly 70 per cent of the country's population suffers from obesity and its related health problems, such as diabetes, and the figure is highest for women and on the rise among children and teens.

The government's acknowledgement that exercise is essential for good health, and that females of all ages should have the same access to workouts as males, is "a necessary thing", says Hoda al-Helaissi, one of 30 women appointed last year to the Shura Council, a government advisory board chosen by the Saudi king.



Still, religious conservatives oppose exercise programs for girls, characterising them as "a Westernising influence ... that could lead to adultery and prostitution".

Hoda al-Helaissi rejects the notion that sports for girls is "un-Islamic," and hopes that conservatives will become more accepting when they see the benefits that their daughters enjoy.

Modern prospect mining

Prospects are the Holy Grail of the fitness industry, and most clubs are engaged in a never-ending search for tomorrow's members. But what are the most modern and efficient methods for identifying them?

Although the experts agree there's still a place for traditional marketing, a new generation of Internet-based tactics are proving to be not only more effective at identifying and attracting potential clients, but also more economic.

Emails, for instance, have become an effective way to hook prospects – if they contain a clear call to action, suggests Kilian Fisher, the managing director of KF Innovative Business, of Kildare, Ireland, and a member of the IHRSA European Council in the UK. "The first hurdle is getting recipients to open your email, and once that's achieved you need to encourage them to do something like 'find out more' or 'buy now' or 'reserve your spot'. This prompt should stand out visually, so that, if the recipient is skimming the email, their eye will still be drawn to it; you could add button images or photos-with-text to drive clicks."

Clicks can be tracked in your account, so it's easy to keep tabs on your success, and, if necessary, refine your approach.

When the reader opts on to the link, they should be connected to a landing webpage that can capture data and reply with an automated email, Fisher says. The information collected, combined with the results from offline marketing tools – e.g., flyers, posters, QR codes (which can also direct them to the landing page) – can be consolidated within your club's customer relationship management (CRM) system. Then, it's time for your salespeople to take over.

Using email may necessitate purchasing marketing lists, so employing social media might prove an even less expensive way to target potential customers. Engage them in a

two-way conversation by identifying, appreciating, and playing to their interests, advises Bryan O'Rourke, the president of the Fitness Industry Technology Council (FITC), based in Mandeville, Louisiana.

Advanced search features in Twitter and Facebook, he points out, enable users to peruse a geographic area by subjects of interest.

"For example, I can locate all of the people in Boston who love bulldogs and running,"

he says. "Then, conceivably, I could join the conversation and, eventually, invite them – and their dog – to the club for a race or other event."

Fisher seconds the sentiment. "Targeting people on the basis of geographic area and special interests allows you to get involved with them on an individual, very personal level. Precision marketing is about zeroing in on a specific group and not wasting time."

"Initially, we're not really trying to sell them anything," O'Rourke explains. "What we want to do is acknowledge their individuality, make them feel special, and foster a relationship."

Utilising a social media management tool, such as Hootsuite or Sprout Social, which consolidates sites, streamlines the prospecting process and makes it even more efficient.

Whatever you choose to do, remember the simple objective that you're trying to achieve – turning an online "friend" into a club member.

– Jean Unger

Kilian Fisher





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than 20 years. Its integrated billing and management software solutions are tailored to both large- and small-to-medium-sized players in the fitness industry.

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The machine is great for monitoring body composition changes such as muscle gain and fat loss.

Many gyms are benefiting from this technology, comparing weight on the scales to real, measurable results. PTs and gyms can also benefit from the lucrative additional income stream while keeping members motivated and retention rates higher.

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EVENTS NEWS



CYCLING THE LONG ROAD TOWARD A CURE FOR CANCER

Australian charity Tour de Cure sees participants riding to raise awareness and funds to cure cancer for all.

In the past financial year Tour de Cure, with the help of a passionate team, including more than 380 volunteers, rode more than 5000km, visited 107 communities and in the process raised more than \$5 million to fund 54 cancer research, prevention and support projects.

Tour de Cure chooses to ride a bike as their vehicle to cure cancer as it also promotes a healthy lifestyle, which is a key element of cancer prevention. Riding long distances, over multiple days, is a challenge and requires support, commitment and dedication.

Both the riders and support crews contribute their time and energy to curing cancer, while their networks rally behind them with donations. By cycling from town to town they tangibly create a connection between communities and bring the 'cure cancer' message to all Australians.

Since 2007, Tour de Cure riders, volunteers, support crew, corporate sponsors and other supporters have raised in excess of \$19 million and funded more than 200 cancer research, support and prevention projects, leading to 16 cancer breakthroughs.

The organisation continues to look for keen volunteers. More information can be found on the website

www.tourdecure.com.au



IRONMAN CHAMPION ZANE HOLMES' NEW CHALLENGE THIS SUMMER

Australian surf lifesaving and Ironman champion Zane Holmes' dedication to surf lifesaving has led him to create the Medibank Wave Warriors Junior Challenge. This annual event, now in its fifth year, attracts competitors from across Australia and New Zealand.

New to each Wave Warriors event day this season and adding extra excitement is the all ages Medibank Ocean Swim Run, which will be held prior to Wave Warriors. The Medibank Ocean Swim Run is open to everyone aged from six years to 60-plus years (not just surf lifesavers), and is a 200m swim and a 2km beach run.

The Medibank Wave Warriors Junior Challenge is open to competitors from under nine to under 15 years old, and is a beach and surf spectacular set up to mirror the famous Kellogg's Nutri-Grain Ironman series and promote further development for junior lifesavers in this iconic Aussie sport.

The events in the 2015-16 Medibank Wave Warriors Junior Challenge series will be held at:

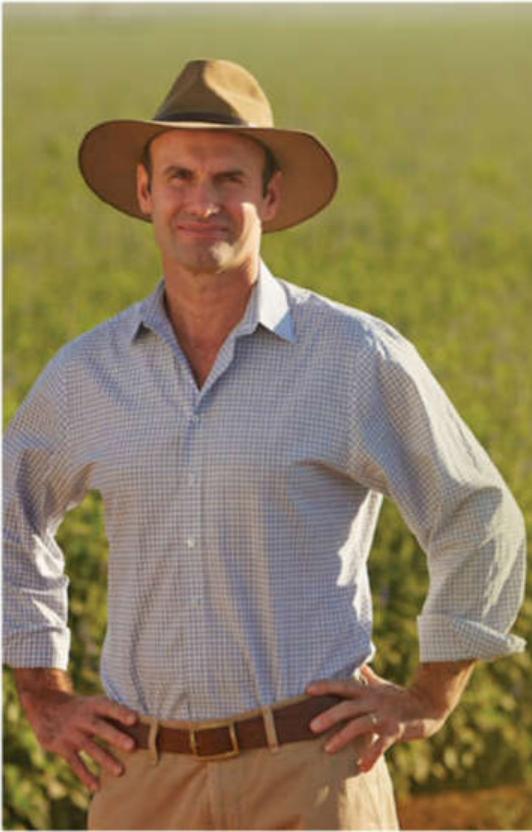
- Currumbin, QLD – 3 October 2015;
- Wanda, NSW – 10 October 2015;
- Mullaloo, WA – 22 November 2015;
- Henley, SA – 5 December 2015;
- Newport, NSW – 30 January 2016; and
- Maroochydore, QLD – 20 February 2016.

For more information about Wave Warriors visit www.wavewarriors.com.au





PEOPLE NEWS



Farmer finds success through chia

In ten years John Foss has established the world's largest chia supply chain, with traceability by barcode from The Chia Co farms to finished products that are sold in 36 countries around the world.

As an entrepreneur who risked his business, reputation and financial stability, John's mission was to improve global health and change the way people eat by making the nutrition of chia available to everyone, everyday.

A fourth generation wheat farmer, John had become frustrated that his nutritious grains were turned into highly processed foods and contributing to modern illness. Recognising a problem in the food industry, he decided to ensure what reached consumers were real, whole foods.

As the richest combined source of omega-3, fibre and protein, chia required no processing and could be added directly to food and drinks to increase their nutritional value. John said that introducing chia to Australia and founding The Chia Co "took a huge leap of faith". "Chia was relatively unknown, and my vision of turning it into a consumer product was viewed with much scepticism," John said. "I had to successfully create a full chia supply chain that was reliable and could offer a sustainable long-term commitment."

For more information visit www.thechiaco.com

Bringing positive disruptions

When I was a full-time trainer I thought, 'what if there was a business that held profiles of trainers I could call upon to fill in for me so I can take some time off while both of us get paid?' I was providing the clients and the programs, so I just wanted a trainer to step in and take the sessions for me. It was here that the idea of The Reserve Bench was born.

The Reserve Bench is providing all trainers, businesses, managers and owners with the ultimate solution. Most trainers don't work full-time or have the sustainability to earn a secure income each week – with no leave or sick pay unless you work. Most business owners or hiring managers are sick of having people let them down and know that finding people is hard work.

Whether someone is looking for a trainer or

wants to showcase themselves to businesses, here they can do it all. If you own a business, manage one, subcontract yourself, work for yourself in a business, are a personal trainer, group fitness instructor or specific-skilled trainer, The Reserve Bench is for you.

Everyone in the industry has experienced or will experience the same challenges with people; I knew it was time to provide a solution.

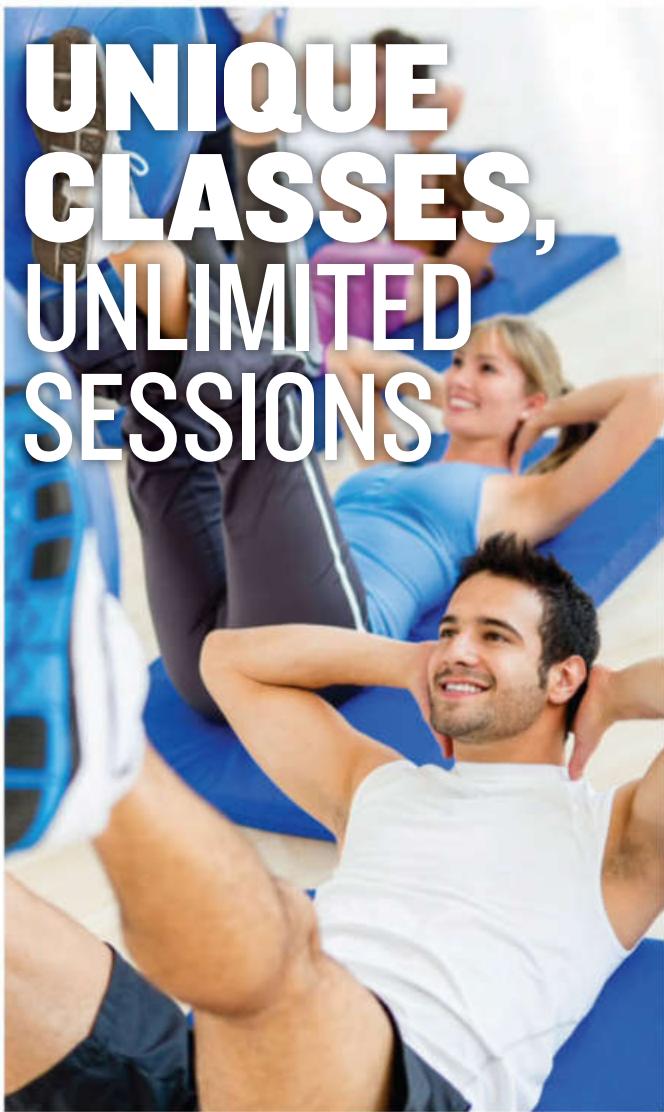
The team at The Reserve Bench knows firsthand what it's like from the seat of a trainer and a business owner. We worked on the effort to give you the ease, providing a pain-relieving solution.

For more information visit
www.thereservebench.com

– Marisa Street, founder of The Reserve Bench



UNIQUE CLASSES, UNLIMITED SESSIONS



FitSessions is a new fitness concept that uses technology to provide members all over Australia with access to boutique fitness studios, specialty workouts, adventure activities and drop-ins to some of the largest gym and fitness chains. Modelled on similar services in the USA, FitSessions founder Natasha Prasad tells *Fitness PRO* they aim to transform the way Australians exercise.

FitSessions founder Natasha Prasad believes "workouts shouldn't have to be 'work'; they should be fun!"

"We see FitSessions as a way to get people off the couch, out of their comfort zones

and out discovering fun fitness activities," she says.

As a fitness fan herself, Natasha says the idea came from her own experience juggling multiple memberships in Sydney.

"I was paying monthly fees for a gym in the city, drop-in rates at my local swimming pool, booking a tennis court every other week and buying class packs from a local yoga studio," she says. "It just didn't make sense."

While FitSessions delivers variety, convenience and value to members, it's also a way for gyms and studios to reach new customers. Australia's growing boutique fitness industry has made it important for studios and trainers to differentiate themselves. FitSessions helps by showcasing their unique offerings.

"I might not go out of my way to search for a barre class, but if it's pushed to me as part of my passport package, it's a lot easier to click and book," Natasha says.

FitSessions hopes members will discover an activity they love and purchase a class pack directly from that partner. Similar models in the USA have seen conversion rates in excess of 50 per cent.

In line with the continued convergence of food, fitness, health and wellness, FitSessions plans to add original content to the offering.

"Health isn't about just exercise, and we want to make sure we support our members in taking a lifestyle approach that includes nutrition, wellness and style," Natasha says.

The passionate fitness and health advocate, who holds an MBA from Harvard, moved to Sydney from New York two years ago and has

spent most of her career building digital products.

While a few similar services are launching in Australia, Natasha believes an important differentiator will be how FitSessions supports gyms and studios in better understanding their customers.

"There's very little measurable data in the industry right now," she says. "Revealing why someone prefers a particular class or location over another is extremely powerful."

FitSessions also wants to use data to improve the individual's experience. Recommendations and custom training schedules are in the works.

"We're excited about innovating, but more than that we're excited about growing the market," Natasha says. "If we can get more people to exercise and lead healthy lives, we'll feel like we've accomplished something meaningful."

FitSessions is launching in Sydney with 50 select partners and will be expanding soon to Melbourne. **FP**



Natasha Prasad,
founder of FitSessions



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* FIAFitnation membership survey, December 2013.

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PEAK PROJECTS

NATIONAL SYMPOSIUM 2015

The National Symposium powered by Fitness Australia, which aims to inspire, connect and celebrate health and fitness, will be held on the Gold Coast from 30-31 October 2015.

The inaugural 2015 event offers relevant workshops, high-quality speakers, professional development with CECs, plus a celebration of achievements by those in and around the industry at the Gala Dinner.

The symposium is designed to inspire industry professionals and businesses through exciting and relevant workshops, including motivational speakers such as Dominic Thurbon of ChangeLabs and Adam Franklin of Bluewire Media.

Workshops and activities include:

- Engaging with Consumers by Dominic Thurbon of ChangeLabs,
- Web Marketing by Adam Franklin of Bluewire Media,
- Quality Improvement by the Improvement Foundation,
- Consumer Spending Trends with a panel of business experts,
- A club tour of gold quality businesses,
- A networking lunch, morning and afternoon tea, and
- Yoga on the beach.

The Annual Gala Dinner involves ActiveAus Awards celebrations, with entertainer Ben Price and Olympic Gold Medallist Natalie Cook.

To get your tickets go to
nationalsymposium.fitness.org.au



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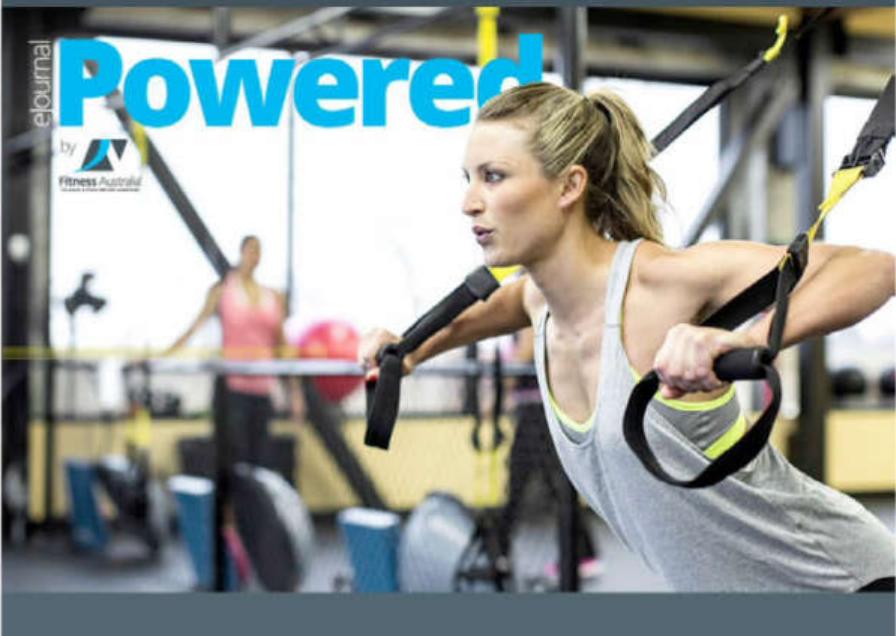
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SUSPENSION TRAINING



Suspension bands are a lightweight piece of equipment that can be used in a range of settings. They are a great tool for personal trainers and group instructors alike. Requiring participants to maintain control of their body while performing exercises in unstable scenarios, suspension training delivers a whole body workout, targeting the core in particular.

Benefits

Suspension training utilises total body movements in all three planes of motion, making it a functional and highly effective way to train. By simply changing the angle of their body, participants are able to adjust the load without having to stop the movement.

Because of the element of instability and the fact that participants must direct and maintain control of their body throughout each movement, suspension training is particularly beneficial for core activation and integration.

What a suspension session involves

CrankIt CEO Owen Bowling says that because of the versatility of the suspension training systems, "sessions are only limited by the outcomes established by the trainer and their client".

Describing an average suspension training session, Bowling says following a general warm-up, which can be performed using the straps, the main workout phase is structured according to the clients' goals and desired outcomes for that session. Core-specific exercises will usually be left until the end of the session due to the high core requirement of most exercises.

While suspension exercises can easily be modified to accommodate a range of needs and abilities, Bowling says the movements are not intuitive and so trainers must be diligent and make sure that their clients maintain correct form and technique.

Suspension training doesn't have to be performed as a stand-alone activity, but can be worked in as part of a broader program.

"Suspension training is a great complement to other types of training as it provides extra stabiliser recruitment and core engagement, while also teaching clients how to move and control their body," Bowling says.

Easily transportable, suspension training makes a great addition to a circuit session, adding a new, interesting and varied element to clients' training.

Read the full article in the eJournal *POWERED* by Fitness Australia at ejournal.fitness.org.au **FP**

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ROADSHOW SHOWS LATEST EXERCISE TRENDS

ExerciseNZ finished its annual roadshow in June hosting several hundred exercise professionals and facility managers at a series of workshops in eight cities around New Zealand.

One major topic was the recent industry trend of functional training. Described as a multitude of activities, often undertaken in small groups, it has seen a growth explosion in the past 12 months, according to Melbourne-based exercise guru and roadshow presenter Marietta Mehanni.



INDUSTRY'S BEST ABOUT TO BE JUDGED

Entries for this year's exercise industry awards closed in July and judges have confirmed 2015 had a record number of entrants (up 15 per cent from last year). The process of judging the very best exercise professionals, staff, facilities and educators in the exercise industry in New Zealand has begun.

Finalists will be selected in October, and then judges will undertake a series of audits and mystery shops, as well as a live assessment of the finalists in many of the exercise professional categories.

The awards ceremony will be held on Saturday 21 November in Auckland. Hosting around 300 people, this very popular event sold out last year.

For more details on the awards and purchasing tickets visit www.exerciseindustryawards.co.nz

STRESS MANAGEMENT PROGRAMME PROVES POPULAR

The number of personal trainers registering with the Stress Management Exercise Association Endorsement Programme (SMEAEP) has taken off in the past few months. The number of clients of PTs who are taking advantage of the programmes that PTs are offering has also taken off, according to ExerciseNZ, who administer the programme.

Under SMEAEP, trainers and exercise facilities are able to offer exercise products and programmes that are tax deductible to businesses and not subject to FBT (fringe benefits tax). To be eligible they need to meet certain criteria set by the Inland Revenue Department, one of which is that an individual delivering the programme is registered with the NZ Register of Exercise Professionals.

The SMEAEP opens up huge opportunities for the self employed, as well as businesses wanting to address workplace stress through exercise and wishing to use the services of a registered PT or exercise facility.

For details of endorsed PTs and facilities visit
www.smeaep.co.nz



RETENTION RESEARCH RELEASED

ExerciseNZ has released its second retention research report, which includes an analysis of more than 60,000 individuals from across New Zealand. The report shows both trends in retention across various demographics (age, gender, membership type) as well as a detailed analysis of the factors driving retention.

What's very clear is that the market has changed substantially since 2006,

which is when ExerciseNZ last did a comprehensive analysis of retention in New Zealand. Everything from retention to seasonal sales patterns has changed.

Report author Dr Paul Bedford, otherwise known as the 'Retention Guru', was commissioned to undertake the report in late 2014, and all participants have received the report for no charge.





AUSSIES EXPERIENCE NEW TAKE ON NETBALL

By Kirstin Cuthbert
Photography by Peter Soulis

Elite netball player Sarah Wall has combined her love of netball with her first-hand knowledge and experience to create the growing group fitness craze NETFIT.

Playing elite netball for the Melbourne Phoenix, Queensland Firebirds, Melbourne Vixens and the 2014 season with the NSW Swifts, Sarah Wall has 11 years of experience on the court.

While representing the Melbourne Vixens at a big netball carnival one day, she came up with the idea of NETFIT.

"I saw a handful of teams doing Zumba as a warm up," Sarah says. "When I

saw it, I thought, 'why are they dancing on our netball court?' But my next thought was, 'wouldn't it be awesome to create something fun, engaging and netball-specific to music to motivate our netballers all over the world?'

"I wanted to ignite a spark in netball fitness and create something that was fun, inspiring, empowering, engaging and meaningful for all participants."

After being delisted from the Melbourne

Vixens at the end of 2013, Sarah decided to find another focus.

"I was absolutely devastated when I was delisted, as I wasn't ready for my elite netball career to be over," Sarah says.

"The best way I knew how to deal with the sadness was to focus my energy into positivity.

"I put my earphones in and played music in my bedroom while creating netball-themed fitness exercises. I did it all while imagining I was working with a large group of people.

"I put pen to paper, wrote my class and drew a logo for NETFIT. The name came to me straight away. Three weeks later, I called a local team and asked if they would be interested in trialling the class, and the rest is history."

Following the first class, Sarah received a huge amount of feedback and requests for classes. Since then, social media has been instrumental in generating awareness around Australia.

"Local netball teams were booking the class as a team building session and started asking me how they could make it a weekly class," she says. "I was driving and flying all over the Victorian countryside to run these classes."

"NETFIT was growing at a rapid rate across Victorian netball clubs and schools, and we began running back-to-back sessions, sometimes with four or five of an evening. As we were expanding at such a rate, I needed to build my team and train more instructors to run weekly classes in some of the larger private schools in Melbourne."

In 2014, a NSW Swifts midcourt player hurt her knee and Sarah received a call from Swifts head coach Rob Wright asking her to join the team.

"I had not played elite netball for a full year at this point and only had three days' notice before I was to play," Sarah says. "I went back on to the ANZ Championship court and played a full game, and we won! Straight after, they offered me a contract and I was moved to Sydney."

"After my first official game back, people asked me how I seamlessly joined the team and was able to play intensely for a full game. I realised the foundation of my training through NETFIT helped immensely."

"My training philosophies were right: to build classes using elite netball training requirements so participants are fit enough for top-level standards."

While Sarah was playing for the NSW Swifts last year, the NETFIT profile was rising, with netball clubs in every state requesting NETFIT sessions. She made the decision this year to focus 100 per cent on building NETFIT into a national and international program.

"I could not commit to playing elite netball with the hours and travel required to manage NETFIT, so I chose to give NETFIT my whole focus," Sarah says.

Today NETFIT has become a high-energy, 45-minute netball gym class combining explosive netball movements with strength and power exercises to music. It is based on teamwork and empowerment.

Each class runs for one hour, with 45 minutes dedicated to fitness and the last 15 minutes allocated for health, fitness and netball Q&A with elite netballers.

Sarah has enlisted the help of many elite players Australia-wide, including women from the Melbourne Vixens, NSW Swifts, Queensland Firebirds, Adelaide Thunderbirds and West Coast Fever. She also has a team of 15 state-level players who run programs in schools.

The standard class has 30-40 participants, and the largest class so far had 200 participants. The program focuses on short and sharp bursts, repeating work-rest activities as seen in a game, partner and team-building sessions and has a huge focus on leg strength, balance, landing and core stability.

With elite netballers instructing the classes and covering a range of netball skills, NETFIT is a truly unique class.

"We cover explosive take-offs, quick footwork drills, creative netball passing skills while the body is fatiguing and we finish the class with some fun team-building activities," Sarah says. "There are no classes like NETFIT in Australia at the moment."

Sarah believes Australians love the sport for a number of reasons.

"Netball is a part of the Australian culture," she says. "It's a rite of passage for every young girl to play netball at some point growing up. I think every school in Australia teaches netball at some point. It's a team game, which allows girls and boys to build friendships, and it creates a sense of community."

"As a challenging sport with heaps of rules, I've always thought of netball as an active chess game where you need to make strategic moves. It's survival of the fittest and smartest."

With no limits set, Sarah has some big plans for the future of NETFIT. She believes she is so lucky to do what she loves every day.



"My highlight up until this point was running a NETFIT class full of kids who didn't like netball or being physically active," she says. "It was amazing to see them laughing, engaged and genuinely having fun. Seeing their transformation confirms our purpose."

"I love to see people feeling good about themselves, enjoying what they are doing and succeeding in life." **FP**

THE RANGE OF NETFIT CLASSES

1. NETFIT LOW IMPACT

Open age – inactive participants/low fitness levels.

2. NETFIT TEAM

Age: 6 to 13 years old – team building and fun fitness.

3. NETFIT INTENSITY

Representative and senior netballers – extreme fitness focus. Best suited for netballers looking for an advanced, high-energy workout.

4. NETFIT FAST

Age: U13 to senior – fitness, strength and empowerment focus.

For more information visit www.jeanieboy.com.au/net-fit

GOOD FOOD TO TACKLE GENERATIONAL GAPS



Fitness PRO chats to Jon Hill and Michelle Sievwright, the duo behind Chef Good, a healthy meal delivery service.

Jon Hill and Michelle Sievwright are the founders of Chef Good, a healthy, portion-controlled, high-quality food delivery service. Chef Good prides itself on fresh produce and great service. Michelle is a pioneer in the restaurant world, creating Lafayette Fine Foods Brighton, which was voted one of the best Melbourne food stores. Jon is an entrepreneur who experienced serious successes with start-up companies before deciding he wanted to make an impact on the world.

Tell us what inspired you to create Chef Good?

JON: For me it was mainly because my father passed away due to eating poorly. I was also seeing how much processed food people were eating these days, including preservatives, added sugar and extracts, and wanted to educate people on what they were actually eating and take it back to just eating real food. I also found that I was spending so much time thinking, shopping and preparing meals, and thought of how much time could be saved by outsourcing this. Additionally, the eating habits of kids were worsening and I wanted to counteract these unhealthy habits with healthy ones.

MICHELLE: I saw a generational change in the way people were planning and purchasing their meals. Meal planning is a skill, one that is probably most seriously honed when children

come along. There was this huge market out there of childless singles or couples in their 20s and 30s who were attracted to the notion of outsourcing their meals. This is also a generation that is very food- and nutritionally-savvy, so any offer had to tick boxes in terms of food style and nutrition. The food also had to be affordable. There was a gaping hole in the market here.

What was the process of creating Chef Good?

MICHELLE: In 2012, we had the idea and we were looking for a way to set it up in a cost-effective and clever way. By 2013, we worked out how we could begin the business and worked with a branding agency to establish a concept. This took a while, but finally the name 'Chef Good' was born.

We also launched a splash page and a blog in order to climb

the Google rankings. We worked with the branding agency to come up with a concept for the website; after four versions and many months, we established chefgood.com.au and also formed a partnership with Cabrini and Camp Australia.

Menu development, packing machines and packaging concepts soon followed, and we worked closely with a dietician to develop the dishes. From 2014 to 2015 we assigned a web developer and got cracking on the development of the site. We also started looking for initial expressions of interest for investment.

After launching the site to the public and finalising all the packaging, we began delivering meals to our first customers in May this year. Within a few short weeks of launching, we'd acquired 150 customers. Chef Good has been very well-received.

What gaps in the market did you want to fill?

MICHELLE: There were many gaps, especially regarding time-poor individuals who weren't enjoying healthy food or cooking. Obesity is a large issue in Australia and we wanted to tackle it head on and provide a healthy and fresh way to live.

Tell us more about the initial funding?

JON: We were granted \$100,000 from one investor. That person had been following our journey for a while. We posted on Facebook asking anyone who would be interested in investing in our new venture

to message us. We were very lucky and had a huge amount of interest. The money will mainly be used for marketing, PR, SEO, packaging and cash flow.

What sets Chef Good apart from its competitors?

MICHELLE: First and foremost our food is fresh, healthy and prepared by exceptional chefs, along with our illustrations and strong brand presence and sense of fun in the brand. We really wanted people to know that healthy eating isn't like walking into a dietician's office. We also have a strong 'real food' philosophy and believe in using only local and fresh produce. Also, we have a close link with schools; we hope to revolutionise the way children are eating in Australian schools through strategic partnerships.

What advice do you have to share about creating and building a business from your experience with Chef Good?

JON: It took a lot longer than expected with suppliers, designers, web designers and so on; therefore, always double the time that you expect things to take. Also don't get too hung up on the details; you need to have a great product and service, but design and websites can be perfected over time. Go with your gut; feedback is great, but you are the leader so you have the final call. Lastly, always look at the bigger picture.

MICHELLE: Don't underestimate how hard business really is! **FP**

A sample of the food Chef Good provides to customers



Future plans for Chef Good

While Jon and Michelle are very focused on the individual health space, they are setting their sights on a broader scale wanting to expand to more schools and more hospitals!

For more information visit www.chefgood.com.au

MIND/BODY MASH-UPS

By Patricia Glynn

Pardon the pun, but could your yoga or Pilates programs use a new twist? There's no denying it. Yoga and Pilates are incredibly popular industry mainstays. Together, these mind/body powerhouses attract millions of followers and account for billions of dollars in revenue each year. Yes, you read that correctly – billions.

According to IBISWorld, the global business intelligence resource, revenues for yoga and Pilates studios reached an estimated \$7.2 billion in 2014, up from \$6.5 billion in 2011.

However, despite their strengths, both disciplines can, for long-term devotees, get a bit routine and tiresome after a while. Fortunately, there are trendsetting innovators who are

inspired to look for new approaches that eliminate the possibility of monotony.

"Boredom is real, and it's predictable," says Dr Walter Thompson, the lead author of the American College of Sports Medicine's Worldwide Survey of Fitness Trends for 2015.

Disenchantment and attrition are common issues that plague many a club. Without fresh, exhilarating forms of exercise, people drop out. But this definitely isn't inevitable.

So, what's the solution?

"Package, then repackage," Dr Thompson advises. "Successful clubs reinvent traditional forms of exercise, transforming them into something that feels new and exciting." Mind/body-



Walt Thompson

focused professionals have a special knack for this, he believes. "Yoga instructors, in particular, have been doing this for a long time. Every year they surprise me with their reinventions."

The present is no exception. Imaginative fitness professionals have once again worked their magic, creating some unexpected, provocative, and downright clever variations on yoga and Pilates.

Here are seven of the latest mind/body 'mash-ups' from practitioners around the country and world. Granted, while some of these programs are quite practical, others are rather exotic. But all of them are intriguing, and a few may prove inspiring.

Yoga pole dancing

What it is: As the name suggests, this hybrid introduces an unlikely apparatus into the mix – a dancing pole. With this extra tool at their disposal, club members can take poses, such as inversions, to an entirely new level.

Equipment needed: A yoga mat and a dance pole.

Why opposites attract: While it might, at first glance, seem to be a bit of a contradiction, enthusiasts feel that the two pursuits complement one another perfectly. In particular, the flexibility and strength cultivated by floor-based yoga are exploited more fully as members strive to lift and balance their weight on the pole.

Seven new ways to refresh and revitalise your yoga and Pilates offerings



Trainer Chalene Johnson (right) leads a PiYo Live class

Jayne Nicholls (front) and Rachel Holmes created NOVA for Virgin Active



What it's not: Practitioners insist it's not a salacious event – there's never any sashaying about in stiletto heels. "It doesn't teach you how to strip," says a student at Yoga Pole Studio, in Brooklyn, New York, in a testimonial on the studio's website. "And, actually, I've developed the proper form and fitness to execute more advanced, acrobatic feats on the pole. I can now suspend my body above the ground using one arm, my abs, and a newfound stamina."

"Evolved, reimagined programming keeps members happy and motivated."

NOVA

What it is: "NOVA is fluid, fresh, and fun – plus, there's a real element of surprise," observes Gillian Reeves, the national group exercise manager for Virgin Active, the UK-based club chain with some 270 locations in eight countries, which developed this dynamic option. A mixture of yoga and Pilates, the classes are fast-paced fusion routines that enhance strength, focus, flexibility, balance, coordination and endurance.

How it began: NOVA was initially launched by Virgin Active in South Africa by Rachel Holmes, a Pilates specialist, and Jayne Nicholls, a yoga professional. According to Nicholls, the goal was to break down taboos and change perceptions. "The class is designed to appeal to those who might be put off by the mysterious, spiritual aspects of yoga, or those who believe that Pilates is a complex, technical regimen solely intended for people suffering with bad backs," she says.

Why it works: "I believe that NOVA helps members move better, feel better, and, ultimately, live happily-ever-active," affirms Reeves. And Nicholls notes that the 60-minute workout is suitable for all ages and ability levels. "Some parts are challenging, some rejuvenating," she says. "It's really all about feeling good about yourself, your body, and your movement quality. One thing's for sure – it's really a good workout."

PiYo live

What it is: PiYo Live was created by the experts at Beachbody, LLC, the Santa Monica, California-based business that's produced such wild and wildly popular programming as P90X, Brazil Butt Lift, and the Insanity workout. The company describes the PiYo regimen as a marriage of the "muscle-sculpting, core-firming benefits of Pilates with the strength and flexibility of flowing yoga movements". The workout is low-impact, but intense.

What it's not: According to the Beachbody team: "It ain't your mama's yoga."

Where to find it: Various clubs across the USA have added this variation to their group fitness offerings: among them, industry leader 24 Hour Fitness, the San Ramon, California-

based chain that serves nearly four million members at more than 400 clubs in the USA.

Underwater yoga diving

What it is: Simply put, it's a yoga class conducted underwater. Prior to diving in, students must first learn to use diving equipment and be schooled on safety procedures.

Why water and yoga mix: Floating weightlessly in the water makes for a far more meditative experience, instructors point out. Moreover, any potential strain on joints is reduced significantly.

A potential breathtaking bonus: Depending on the aquatic locale where the class is held, the surrounding landscape can be a delight for the senses. In other words, colourful reefs, vibrantly hued fish, and other visual wonders may abound.

Where to find it: Underwater yoga diving is offered by the Divine Diving Yoga & Dive Center, in Nungwi Village, Zanzibar; by Zen Dive Resorts, in Bali, which offers Zen Harmony Diving; and by Yoga Diving and Discover Your Depths, two companies located in Dahab, Egypt.



Iobella method

What it is: In short, it's Pilates in a private, heated pod, as practiced at Iobella, a body-shaping studio and day spa for women in Santa Monica.

Requisite equipment: A specially designed pod is the star of this workout. Heated to 37 degrees to match normal body temperature, the clear enclosure heightens the metabolic impact of the routine, and increases the speed at which inches are lost. "The heat improves blood circulation and is ideal for maintaining elasticity and keeping the skin tight as you lose inches," Golie Shamie, a client consultant at Iobella, explains on the website *Well & Good*.

Where it began: The method originated in Switzerland, and later surfaced in Italy and Argentina. Now, the pods are attracting attention stateside.

How it works: With measuring tape in hand, a specially trained consultant sizes up clients, and, after entering their information into a proprietary computer program, provides them with a comprehensive assessment detailing which areas of the body they should focus on. Clients then enter their personalised pod for a private, guided workout.

Post-workout, a second pod, this one warmed to 27 degrees, is used for a triple-oxygen treatment that's designed to reinvigorate fatigued muscles and hydrate the skin.

Indoor stand-up paddleboard yoga

What it is: Originally done in the great outdoors, stand-up paddleboard yoga has moved inside, and can now be found in either a club's fitness studio or its indoor pool.

Requisite equipment: For studio classes, stationary boards such as the ones produced by Indo Board, of Indian Harbour Beach, Florida, are a must.

Uniting two brands: YogaFit, a California-based pioneer in mind/body education and the largest yoga school in North America, has teamed with Indo Board to "transform the way people practice yoga". YogaFit has developed both a certification and a number of classes for what CEO Beth Shaw describes as "a revolutionary piece of equipment". It also markets an Indo YogaFit Balance Board Package.

Why clients give it a standing ovation: Having to balance on an unstable surface ups the ante considerably when it comes to building core strength. "The board is not only a tremendously effective accessory, but it's also a lot of fun to use," Shaw says.

Pyrolates

What it is: Each and every movement performed is a blend of yoga, Pilates, running or cycling, and CrossFit, the popular



YogaFit's Beth Shaw demonstrates indoor paddleboard yoga



functional training method. This is a high-intensity, low-impact workout that facilitates full-body conditioning.

Requisite equipment: The three-metre-long, 115kg Megaformer, a beefed-up version of a Pilates reformer, is the centrepiece of this action-packed class. Developed by fitness professional Sébastien Lagree, the creator of the Lagree Fitness Method, this machine has been referred to as a Pilates reformer on steroids.

What results clients can expect: Increased strength, power, endurance, core stability, balance, coordination, flexibility, and energy.

Where offered: Firebrand Sports, Portland, Oregon.

Why clients love it: "Hybrid programs are great because they allow members to try something entirely different, while maintaining a connection with something they've always enjoyed," explains Patsy McLean, the director of group exercise for The Adelaide Club, a full-service facility in Toronto. "Evolved, reimagined programming keeps members happy and motivated."

McLean herself has witnessed the positive effects of mixing things up. "We offer Iron Power Yoga, in which we incorporate the use of hand weights in yoga sessions," she says. "Members love it. They're getting stronger, but they also find it's good for relaxation and stress reduction, thanks to the flowing yoga poses introduced between sets. We've had great success with it."

At the end of the day, nobody can predict what the next hot trend will be, but, because this industry is full of dreamers who consistently push the envelope, more exciting and effective developments are sure to come. Be prepared to expect – and relish – the unexpected. **FP**



Patsy McLean

CASH FLOW CERTAINTY A DRIVER BEHIND FITNESS INDUSTRY SUCCESS



Photo: Shutterstock.com

Since the 1980s and '90s, the fitness industry has ramped up its game on multiple levels – transformational shifts in technology, equipment, services and culture have fuelled a multibillion-dollar industry. But, according to direct debit billing leader PaySmart, the shift from cash to a subscription-based payment model has also been a key factor in the industry's success.

The fitness industry has come a long way since the days of the Walkman and VCR, coin-operated cardio machines and open-air training spaces (read 'no air-conditioning'). Chances are if you were a gym member in the 1980s and '90s, you could be locked into a multi-year contract, paid up-front.

While the technology, infrastructure and facilities

have moved ahead in leaps and bounds across the entire fitness sector, so too has the flexibility and clever thinking around memberships and their payment.

According to PaySmart CEO Ian Jones, the lump sum membership payment mentality of the '80s and '90s was both prohibitive for many customers and also created cash flow uncertainty for the gym operators.

"A major change occurred in the fitness sector when direct debit billing was introduced," Mr Jones says.

"It transformed gyms from cash-based operations to more secure subscription-based models, giving them better cash flow security, improved membership retention and making expansion possible — and they never looked back."

"The fitness, gym and martial arts sectors have grown explosively since the rapid uptake of the subscription model, and consumers have not only warmly embraced the change, but they've also driven the change."

"Customers are increasingly seeking convenience and flexibility, opting to chip away at a fee rather than paying a lump sum up-front,

and choosing options that don't tie them to permanent contracts.

"The model puts some of the control back into consumers' hands, but it also provides the perfect opportunity for businesses that engage well with their customers and deliver an outstanding service to build a loyal and invested customer base that sticks with them long-term."

The benefits of direct debit billing to a fitness business

'Full service' direct debit billing provided by PaySmart can:

- help you stabilise and maximise your cash flow — they collect, clear and pay membership or class fees promptly and accurately,
- ensure the integrity of your customers' data,
- streamline your administrative processes,
- help you build loyalty and long-term productive relationships with your customers, and
- free up your time.

How customers will benefit

Convenience: Once customers complete the paperwork for their regular payments, they can set it and forget it, taking away the stress of remembering to pay their bills.

Flexibility: PaySmart knows that customers want convenience and flexibility — direct debit billing allows them to chip away at a fee rather than paying it in a lump sum up-front.

Support: Customers receive free support from PaySmart's Australian-based customer service centre experts should they ever need it.

Security: Customers can rest assured their data is safe with PaySmart — the company is a leader in ensuring the highest standards of data security with a Level 1 (Version 3) PCI-DSS compliance rating, plus all of its data is stored in Australia.

Who is PaySmart?

PaySmart is one of Australia's largest and longest-standing direct debit billing companies and has worked in partnership with the fitness industry for more than 20 years.

PaySmart provides:

- powerful direct debit billing systems that help businesses collect regular payments from their customers,
- seamless integration between direct debit billing systems and business management software for the health and fitness, martial arts and many other industries — customised integration ensures software, billing, entrance control or other management systems all talk to each other, simplifying administration processes and removing double handling,
- full-service direct debit billing to help clients maximise their cash flow, so they can focus on running and growing their businesses, and
- a simple payment solution for their clients' customers.

For any business, cash flow is king, so PaySmart recommends that a fitness business should have a least 65 per cent of its members on direct debit — this should generate sufficient cash flow to pay wages, rent and electricity. Simply put, the more direct debit members you have, the more you can plan your business based on your regular cash flow.

PaySmart has been working in partnership with the fitness industry for more than 20 years and is yet to come across a successful business that didn't use direct debit as a core component of its business structure.

If you're a PT, when you partner with PaySmart you'll receive exclusive access to a suite of complimentary business coaching resources, presented by a leader in the field, Create PT Wealth.

To find out more or to talk with a PaySmart business development manager, call 1800 801 797 or visit www.paysmart.com.au

TESTIMONIALS

"What matters to us is not so much the transaction fees; we recognise this as part of running our business. It is more about the quality of service and support we receive from a billing company that matters to us. And this is something that has always been five-star with PaySmart!"

— John Fuller and Nigel Miller, Plus Fitness 24/7



"PaySmart has made running my little fitness business so much easier. Even though I'm not a big client, I was never made to feel any different. I always put service over price when I can and PaySmart delivered all the way."

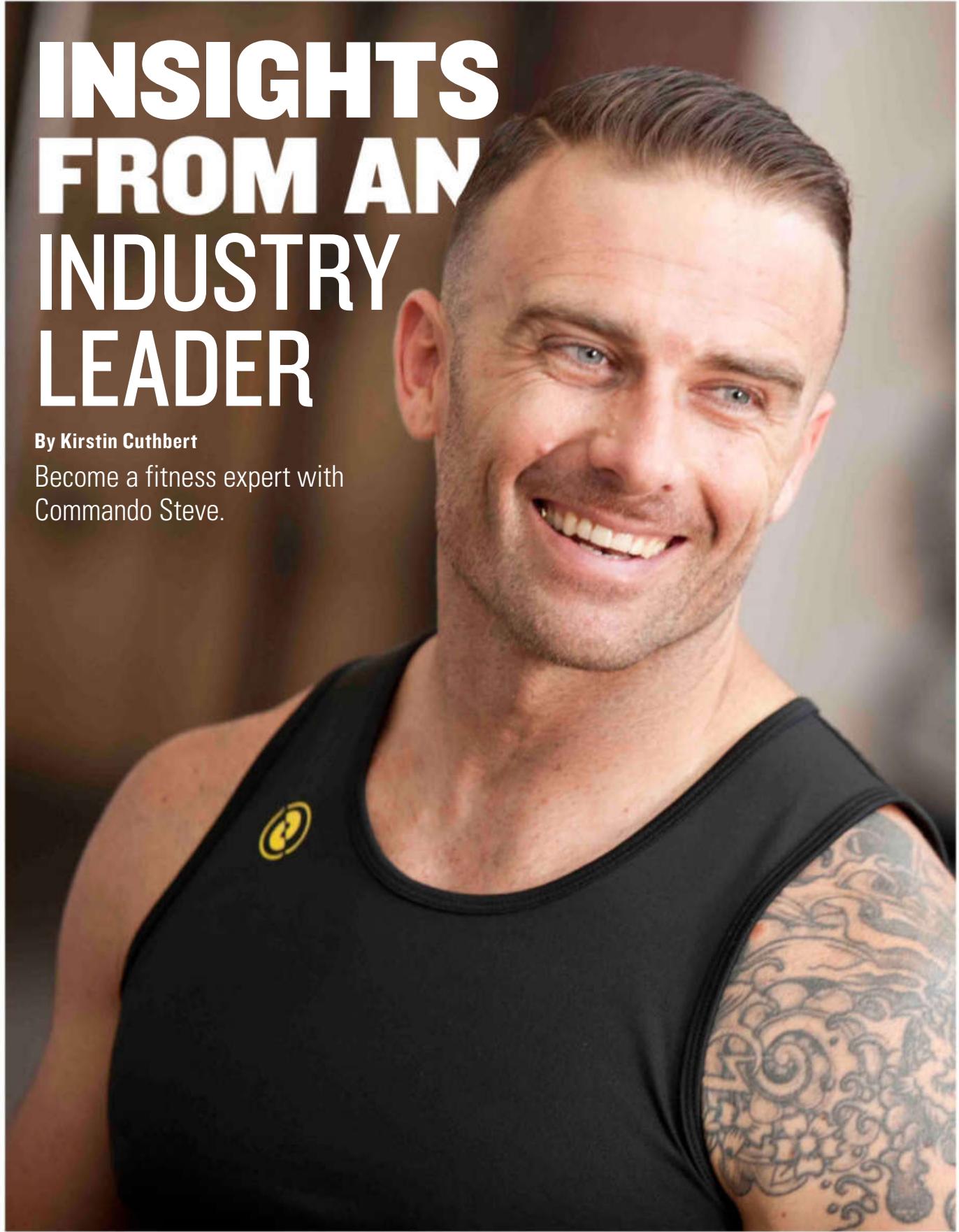
— Ruth Reinhard, Health Thru Fitness



INSIGHTS FROM AN INDUSTRY LEADER

By Kirstin Cuthbert

Become a fitness expert with
Commando Steve.



Photography: Stray Cat Images - Catherine de Wit

Starting his career as a fitness professional in the army, Steve Willis, now known as Commando Steve, worked his way on to Channel Ten's Australia's *The Biggest Loser* and is one of the most well-known names in the fitness industry today.

Describing himself as a coach and mentor, Steve has spent many years in the health and fitness industry, dedicating himself to pushing, motivating and inspiring others.

"My years of hard work and commitment have afforded me the experience and understanding to be of greater service to others and help them live a better life," he says.

Steve trains his clients with a specific goal: "to help them to find and understand their 'why' and purpose in life".

As an influencer and leader in the industry, he practices what he preaches and doesn't take his responsibility lightly.

"I'm extremely serious and passionate about the role I play in society," Steve says.

"I believe understanding my 'why' and purpose in life gives me clarity to be the person I want to be and the understanding and reasons why I should endure. I lead by example."

This fitness professional keeps fit through broad and general training as well as CrossFit. He competes in CrossFit competitions around the world.

"I believe CrossFit has become more exciting and engaging than ever before," Steve says. "The level of general fitness

and skill sets that people are achieving nowadays is amazing."

To remain at an elite level and up-to-date on the latest news and trends, Steve ensures he remains educated.

"THAT FEAR, THOSE BUTTERFLIES IN YOUR STOMACH, GENERALLY MEANS YOU ARE ON TO SOMETHING WORTHWHILE."

"I'm always reading, doing courses, talking with others, training and coaching," he says. "Education and knowledge gives us the know-how."

If you're looking to reach a similar fitness expert status to Steve, he says it's important to recognise that it takes time and hard work.

"It takes years of learning in a theoretical and practical sense," he says. "You need to expand your knowledge base and then put it to work to gain the experience and know-how."

To Steve, a fitness expert is someone who has gone beyond their qualifications.

"Titles mean nothing without the knowledge, understanding and experience that come along with being an expert," he says. "Qualifications are one thing; however, they mean nothing

unless you have put them to work. Listen to the people who have skin in the game and are willing to forge their skills in the fires of hard work to be renowned as experts."

Steve believes mentors can be incredibly valuable too.

"Having a mentor or mentors is, in my book, the linchpin," he says. "They have the ability to teach you all the little ins and outs of your chosen craft that you cannot learn from a textbook."

Steve knows his 'why' and purpose in life and believes this to be a crucial part of achieving any kind of successes in life. He encourages you to find yours too.

"To answer these questions, pondering isn't enough," Steve says. "You will need to work hard — day in and day out. Over time, clarity and understanding will come."

"Keep it simple. The more complex you make things, the greater the likelihood you will start making excuses for not getting things done."

Lastly, if you want to be a fitness expert Steve says take up opportunities that come your way and have self responsibility.

"Opportunities come our way all the time, but most people let them pass due to fear and things being outside of their comfort zones," he says. "That fear, those butterflies in your stomach, generally means you are on to something worthwhile."

"Take responsibility for everything that happens to you, the good and the bad. When you can do that you will truly be in the flow of life and be able to accomplish great things." **FP**

What's next for Commando Steve?

There is a lot going on in my camp business-wise. There are new missions for my online training and nutrition program GetCommandoFit (getcommandofit.com.au), which involves regular programming and

engagement with the recruits. There's a new apparel range and we are also working on KIT (www.kitactive.com), which is a new line of activewear for men and women. I also have my ambassadorial roles with

Sage Institute of Fitness and Garmin, plus many more exciting projects. The most exciting, however, is my family and children. I love interacting with them and watching them grow up and achieve amazing things.

MATTHEW VAUGHAN

Occupation: Personal trainer | **Location:** Melbourne
Certifications: Cert III and IV in Fitness, rugby coach and strength conditioner

As a professional rugby player for 10 years, I progressed into the fitness industry after finding myself hungry to learn more while in the sporting environment. Today, I work a lot with females in the industry, with comp prep and general fat loss or health goals. The basis of my work revolves around building stronger, more-confident bodies, and I always correct weakness before building on strength.

I train my clients the way I train myself: by getting good at the basics and using progression principals to continue to develop. My background in sports has me ahead of the game when it comes to sport-specific programming, and I can easily put samples of this into my general clients where I see fit.

I also have a corporate online health hub for helping to grow education through health and wellness. I help corporate businesses see the benefit in giving their employees the tools to have more energy daily and provide a better service to all clients.

I continue to educate myself through seminars both in business and the industry. I also host my own seminars for other fitness professionals around Melbourne. A friend and I have just put a set of e-books together for new fitness professionals to educate them on setting their PT business up for success.

The biggest thing I have learnt since being in the industry is that everything you first learn is just a stepping stone to what is to come. This is an industry that evolves faster and faster and we see the different strategies coming out all the time on new ways to do things. In many ways, it's usually old ways being rebranded to speak to a new wave of people wanting to listen. There is never one way that will work for everyone and you must never become content. Be willing to learn from everyone, even a kid straight out of university.

Also, it's not all about just having abs and a cheesy smile; you need to connect with others who want to be a bit of what you are today.

I love that this industry gives people like me, someone who didn't love calculators at school, a chance to be an expert at something that I believe will give you more rewards and a better life.

My plans are to grow a team around me who can spread my word and perspective to kids and corporate bodies and to be able to do this from anywhere in the world.

My advice to you is to find your niche. I cannot say it loud enough! You don't need to be great at everything; just find the one thing in the industry that makes you happy, educate yourself by any ways possible and grow with the industry or be left behind.



“Everything you first learn is just a stepping stone to what is to come.”

Follow and find out more about Matt:

Facebook: MVP Fitness | Instagram: @Mattvaughanfit
Twitter: @Mattvaughanbt | LinkedIn: Matt Vaughan
Website: mattvaughan.com.au

"Be prepared to put in the hard work.
Always be prepared to go the step further,
as most others won't."



Photo supplied by Chris Lock

CHRIS LOCK

Occupation: Managing director and personal trainer at Bodyworks Fitness

Location: Melbourne

Certifications: Cert III and IV in Fitness, master trainer, CrankIt fitness trainer, Tough Love kettlebell trainer, Les Mills RPR trainer, spin instructor and all-star boxing coach

I was not really into fitness going through school and it was only once I started working in a factory and going to the gym after work that I discovered I loved helping people and decided to make a career out of it.

In the gym we deal with people trying to improve the body. People become bored easily with the conventional three sets of 12 programs, and this is where alternatives such as HIIT come in. It's fast-paced, always changing and keeps people coming back for more. Plus, it is very, very effective.

Over the years of practice I have found what works and what doesn't. To stay on top of your training, keep learning, whether that's from books, blogs, courses or getting personal training yourself. I try to do all of them. You can never stop learning and picking up things from people.

The fitness industry is constantly changing, and if you're not ahead of the game, you will get left behind. It is also full of people trying to make a quick buck by telling people what they want to hear, not what they need to hear. I don't think this is going to change, but there are enough good people to push the good word.

If you want to become an expert in the fitness industry you must be prepared to put in the hard work. Always be prepared to go the step further, as most others won't.

Follow and find out more about Chris:

Instagram: @chris100lock | Website: www.bodyworksfitness.com.au

BREA WELLS

Occupation: Personal trainer
Location: Strzelecki Desert, SA
Certifications: Cert III and IV in Fitness and pre and postnatal exercises awards

After a battle of bodyweight gain, I decided to change my life and subsequently fell in love with fitness and wanted to help other people through their battles too. The best experience I have gotten has been out in the field. I love getting feedback from my clients and constantly researching the latest and greatest research within the fitness industry.

I work as a travelling personal trainer. I travel to remote and rural outback towns across NSW and South Australia offering fitness services that otherwise wouldn't be available. My plans are to continue to help rural women and expand my travel to even more communities.

What I love about the industry is the new techniques that are introduced and the feeling of energy within the industry. I love helping people reach their full potential and change their lives.

Something I'd like to see change is the accessibility of fitness services to the rural community, as these are just as relevant to them as they are to people living in cities.

The biggest thing I have learnt from my time in the fitness industry is that one size doesn't fit all. If you want to be successful in the industry, you need to be 100 per cent certain you love this life, because it takes 100 per cent of your determination. It is only worth the time and effort put in.

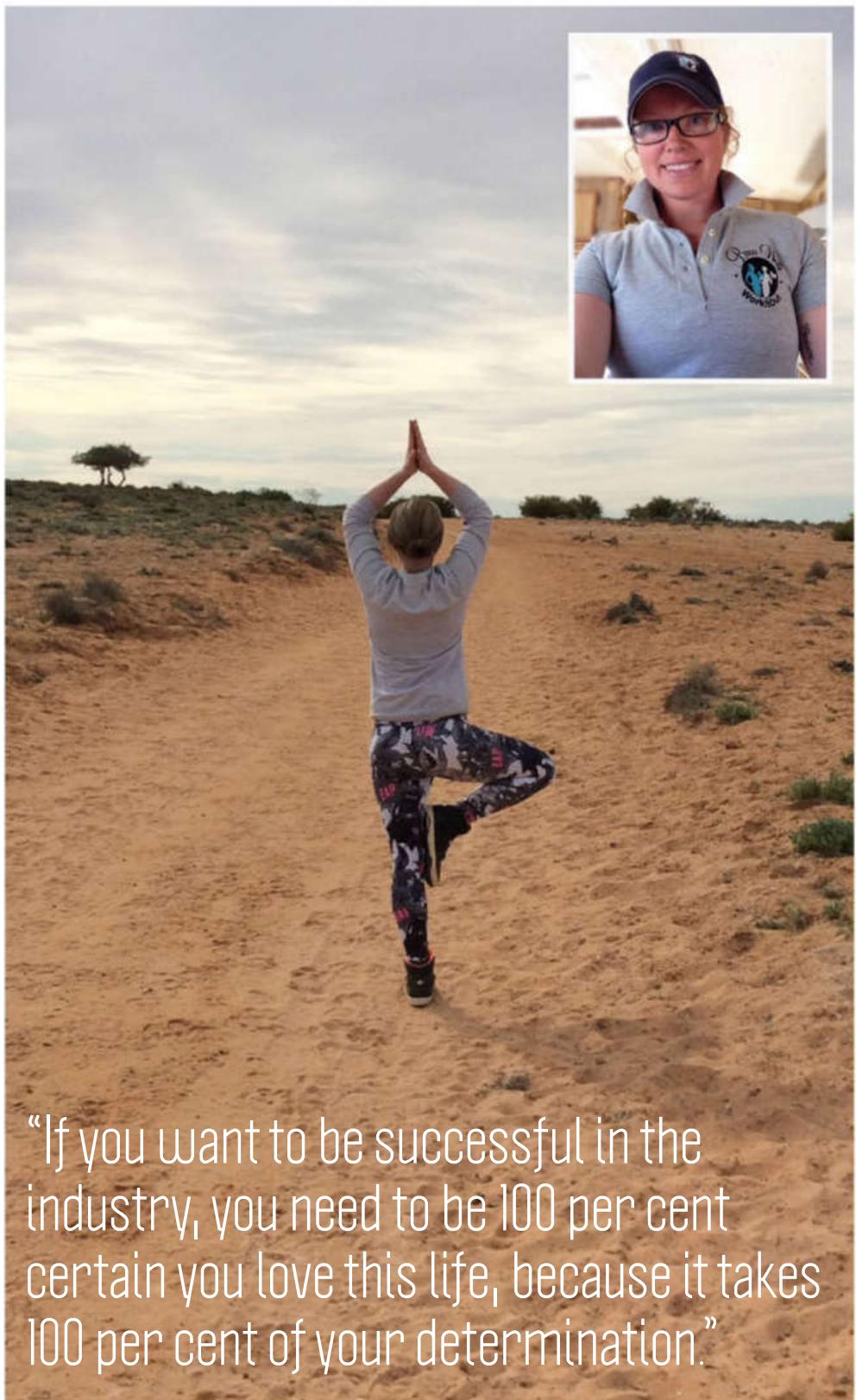


Photo supplied by Brea Wells

“If you want to be successful in the industry, you need to be 100 per cent certain you love this life, because it takes 100 per cent of your determination.”

Follow and find out more about Brea:

Facebook: WorkItOut | Instagram: @workitout_fitness_nutrition

DR SUSAN BAXTER

Occupation: Fitness educator/writer

Location: Dunedin, New Zealand

Certifications: PhD, Bachelor of Science (Hons) Psychology, exercise consultancy, exercise prescription, nutrition, Zumba fitness instructor

During high school in the UK, I was introduced to the local gym and found myself instantly hooked. After moving to New Zealand, I signed up to learn how to instruct group fitness classes and soon after jumped at the opportunity to become a Zumba instructor. In 2011, I was honoured to be named New Zealand's National People's Choice Group Fitness Instructor of the Year and have also been a finalist in the Group Fitness Instructor of the Year.

I started studying psychology (with honours) because I have a real interest in people and our behaviours. I find the human mind and behaviours fascinating, and the more I learn about it, the more I want to learn! I have specialised in health and exercise psychology. I want to be able to help motivate people to change toward healthier behaviours, based upon the best available evidence from empirical research.

When I was finishing my undergraduate degree, I also completed fitness certifications and was working in the fitness industry. Subsequently, my PhD provided the perfect opportunity to merge all of my passions: research, activity, health and behaviour. My main focus for my doctorate was physical activity and health, but I also enjoy learning about research within the field of nutrition and supplementation.

As a fitness writer and presenter I am presenting research — including my own — at conferences to my colleagues in the field. The best professionals in the industry attend these conferences regularly, and it allows me to stay current with research as well as share my research with industry experts who will take the information and put it into practice.

This is another area I am passionate about: employing best evidence practices in real-world settings, and in the most efficient way, so that end users can get the most benefit from the research. I think that through my e-books on Amazon and published articles in magazines and journals I can also communicate this evidence to a wider population.

While completing a PhD provides critical skills that allow you to be responsible for your own learning, I believe that we are all capable of learning more from each other. Beyond constantly reading fitness articles and journals, I also ensure I regularly attend fitness expos, conferences and events/workshops.

My time in the industry has allowed me to develop a personal insight into my own strengths (and weaknesses) and has been incredibly empowering; in turn, this has also led to a better appreciation of the strengths in others.

For me, health is our greatest wealth. Building knowledge, experience and setting goals are transferable skills that apply to every facet of life. I also have learnt a strong sense of morality from my involvement in the fitness industry — the gym and nutrition are at one level inherently fair, in that you cannot cheat and expect it to work and you get exactly what you put into it.

In contemporary culture there is an expectation for immediate results and, to me, I would like to encourage a more balanced approach to being healthy. To me, wellbeing relies on an essential balance between the mental, physical, environmental, spiritual and social. To achieve this you must nourish your body with correct nutrition, exercise regularly, rest well, challenge your intellect — and be able to enjoy time with friends, yourself and your surrounds. I cannot say that I personally always get the balance right, but I certainly try, and for me that's the goal!

I believe that we should never stop learning and questioning. Look for each opportunity to learn. Take the time to learn from the experience and knowledge of others around you. One cookie-cutter approach will not suit everyone, so acknowledging the strengths and appreciating the differences in the approach of others is important.

"It's simply about doing your best, on any given day at any given time, in order to improve."



Follow and find out more about Susan:

Facebook: 'Suz Baxter' | Instagram: @drsuzbaxter
Twitter: @suzbaxter



“Have a vision and belief of where you want to be and have faith in getting there through consistent, hard work.”

FAWAD AHADI

Occupation: Personal trainer/online coach

Location: Auckland, NZ

Certifications: IFBB Pro, certified personal trainer, Bachelor of Aviation Management, Postgraduate Diploma in Marketing and Postgraduate Diploma in Management

Growing up, I was an active kid at school and I loved playing all types of sport. Throughout my sporting days, I realised that the fitter and stronger I became, the better I could perform in my chosen sports. Bodybuilding was never an end goal, but a means to achieve my other goals.

I lead a very full, busy and active life. When I am working, I like to work with clients who are highly motivated; they inspire me to achieve more.

Research, continuous learning and trial and error over the years have helped me tremendously in my journey to becoming who I am today. We are all biologically the same, and yet genetically everyone is different. There is not one perfect way to train or eat in order to grow or get lean. Over the years, I have had an open mind, trained and tried many different eating habits in order to learn what works best.

Personal development plays a key role in my life. Whether it is mental or physical, I always try to become a stronger me. Continually learning and having an open mind to different

training and eating methods helps me stay ahead in the game. Above all, you have to train the mind. Have a vision and belief of where you want to be and have faith in getting there through consistent, hard work.

As the first Australasian IFBB Pro and a 2015 Mr Olympian, I have learnt that fitness is not short-term, but a lifestyle. If you enjoy what you do, it is most likely you will stick to it. Just like anything in life, we do what makes us feel good and what we find happiness in. For me, fitness is a lifestyle. It helps me to become the strongest I can be, mentally and physically, and for that I am grateful.

The fitness industry is a very competitive industry and I love the challenge. To remain at the top you have to do more than everyone else. I would like people within the industry to be more open-minded. Try different things and have an understanding of why others do what they do. There is no one perfect way to get fit or be in shape. I would like everyone to be more positive and encouraging toward each other too. We are all in this journey together.

While I understand not everyone exercises or trains to become a pro or compete at the sport, I do believe fitness can help us in many ways. So work hard, be proud of how far you get and have faith in how far you will go!

Follow and find out more about Fawad:

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Website: [fawadahadi.com](#)

GRACE McCLURE

Occupation: Motivational speaker, author, athlete and mum

Location: Melbourne

Certifications: Certified personal trainer, holistic life-counselling and mind-body medicine

I loved sport at school; however, after that I went straight into modelling and didn't exercise for a long time. Modelling is focused on looking good on the outside, so after thinking this way and not exercising for a few years following the birth of my son, I'd had enough. I didn't feel good on the inside and deep down I knew I wanted to be fitter, healthier and happier.

This led me on a personal journey of growth as I worked, and am working, toward a higher vision for myself. I ran marathons and did Ironman triathlons here in Australia and around the world. I also studied mind-body medicine and positive psychology so I could get a holistic picture of wellbeing. Now, I serve forward my keys to positive wellbeing and living a happy life. I teach other people how to make the most of who they are and to achieve their goals both individually and as a team or group.

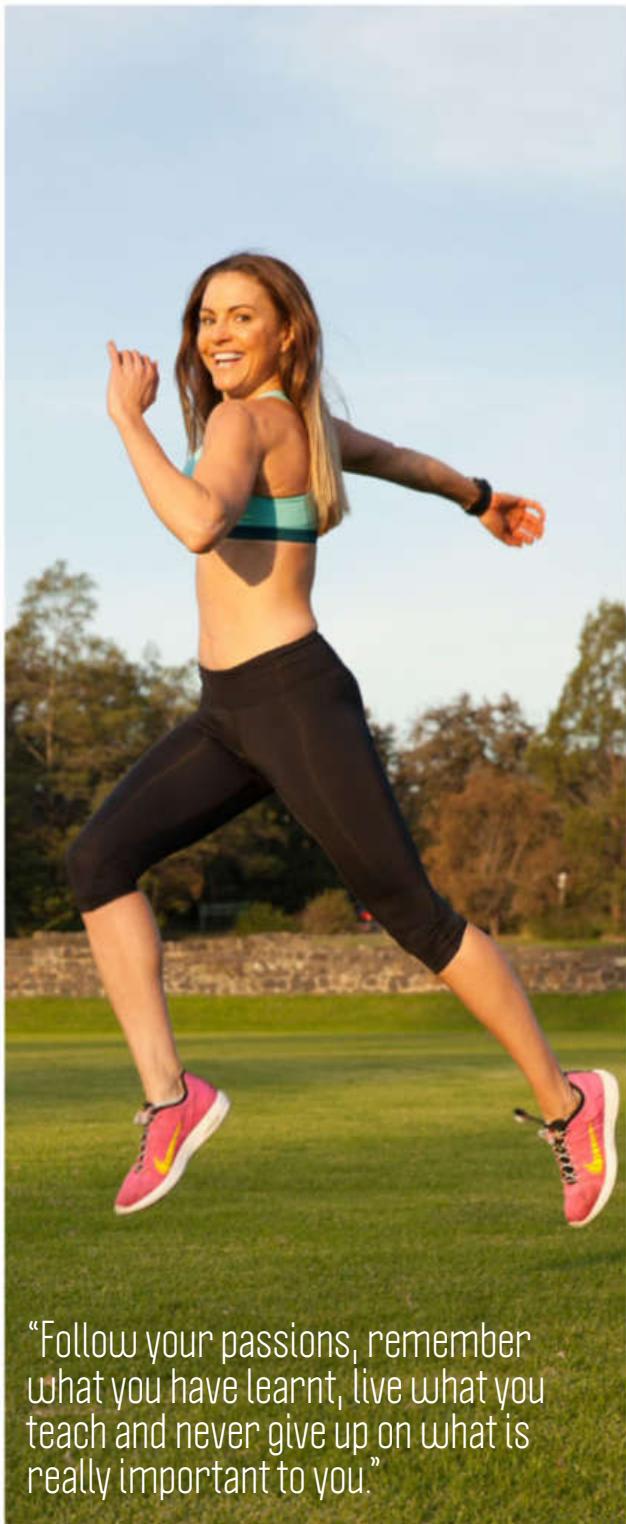
I work wherever I am needed, whenever I can be of service; I speak and run workshops on inner leadership, grounded self-esteem, resilience and achieving challenging goals. As a workshop facilitator, I use powerful activities with groups to support those themes, bring their team core values to life, set powerful intentions and clarify actions for their future.

I am a lifelong learner, and learning comes easy to me. I live what I learn so that I can role model and teach that way. I'm currently studying positive psychology, which I love. I think it is important to value exceptional education and be part of an empowering, supportive, knowledgeable and dynamic community.

The biggest thing I have learnt from my time in the health industry is that you must take time to listen to your intuition, your gut and your inner knowing. Let it guide you toward living a life that you value and where you are living at your highest potential. Learn from role models who have done what you want to do successfully. Stay grounded and be optimistic. Face reality when there are problems or negative situations, and then find the door through which to make the best of them. Look for solutions, not problems. Don't get too caught up in minor details. Look for your strengths and the strengths of those around you.

In the industry, I would like to see more of a focus on mental wellness/positive psychology to balance out physical fitness. I say the same thing in an opposing way about the mental health area, as I want physical exercise to be a part of that therapy. It needs to take the whole person into account.

My advice to you is to follow your passions, remember what you have learnt, live what you teach and never give up on what is really important to you. Be realistic and optimistic.



"Follow your passions, remember what you have learnt, live what you teach and never give up on what is really important to you."

Follow and find out more about Grace:

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KEN BALDWIN

Occupation: Fitness consultant | **Location:** Brisbane
Certifications: Diploma of Applied Science; Diploma of Facility and Recreational Management; Level 3 Trainer; Cert III and IV PT; Special Populations; Aqua Kids Programming; Master Trainer, BOSU, ViPR, Schwinn Cycling and Twist Sport Conditioning; Trainer, The Institute of Motion

I spent more than 20 years as a physical training instructor in the air force and was responsible for all the fitness programs and recreational activities of serving members and helped get them fit for deployments. I loved coaching and playing sport and was heavily involved in rugby, touch, volleyball and basketball. Variety and classes are what kept them going, so for me it was a natural progression into the fitness industry.

I am the director of training and education at Perform Better Australia (formerly QPEC). I write and develop training and CEC programs for various products and programs in the fitness industry. We are not an RTO, but more of a bridging organisation for ongoing education. I present nationally and internationally at fitness conferences and have done so for more than 15 years now. My company focuses on providing fitness solutions and products to help businesses grow. We focus on functional training, and sell products and resources online that are primarily small, portable personal training tools.

I believe you can never stop learning. Our industry changes on a daily basis, so we need to be able to do so as well. We cannot give the best advice and programming if we don't know or understand what is happening in our industry. Undertake mentorships, look at what is becoming popular, but also know what information is based on research and science. I travel extensively attending various trade shows and presenting at fitness conferences in the USA and Asia. I also continue to receive updates from and stay in touch with great industry presenters.

The biggest thing I have learnt from my time in the fitness industry is that no one knows everything or has all the answers.

You need to listen to those who have research behind them. Everyone has a motive to do what they do, but look for those who are willing to share their knowledge and look at the greater good.

As fitness professionals we need to stop being so competitive. Learn to share and speak the same language. Help people rather than confuse them. Place a value on education and further learning too. We can never know it all but we need to lift the professionalism of our industry so we are seen as more credible.

“No one knows everything or has all the answers.”



Photo supplied by Ken Baldwin

Follow and find out more about Ken:

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The ever-changing world of fitness is never dull or boring, and we all have the ability to change people's lives and make a difference. So surround yourself with great people. Keep listening and learning, but most of all always have an answer for why you are doing it.

SALLY THIBAULT

Occupation: Speaker, author, counsellor and EFT (tapping) practitioner | **Location:** Gold Coast | **Certifications:** Diploma Professional Counselling, Level 3 EFT (Tapping) Practitioner

I commenced my career as a fitness instructor in Canada in 1980. Originally from Melbourne, I married a Canadian and, between 1980 and 1983, we opened three aerobics studios. I developed aerobics instructor training courses, training more than 400 aerobics instructors, hosted Canada's first cable TV fitness show, and facilitated the world's largest indoor aerobics class, with 2000 participants.

In 1984, we returned to Australia and I commenced a career at the Health and Racquet Club on the Gold Coast, Queensland, as the assistant manager, program director and seminar presenter.

During this time I was frustrated with the emphasis on exercise and diet being taught to clients. I watched so many people start their fitness journey, only to become disheartened with the whole process. So I began looking at the whole person and what was the driving force behind people's struggle with weight. I began teaching the concept of intuitive eating and how stress impacted on energy. I developed seminars and keynote presentations on The Art of Losing Weight Permanently and Surviving Stress.

In 2013, I was introduced to the energy psychology technique of tapping (emotional freedom technique or EFT) and immediately recognised how this amazing technique could help reduce stress, eliminate food cravings and clear blocks around energy and success — including my own!

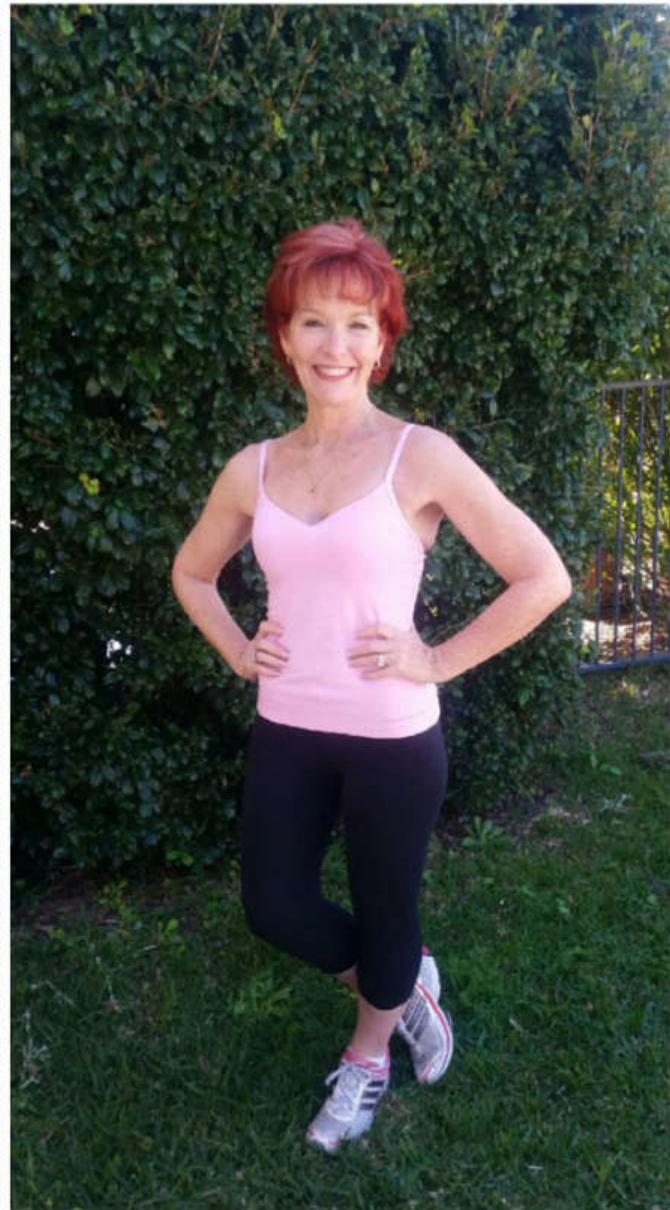
I now work sharing the power of tapping as a keynote speaker and workshop facilitator at seminars and business networking meetings. I also run mentoring programs working with business women in their 50s to increase energy, release weight and create success in their lives using tapping as the major modality.

I have been continuing the rigorous EFT certification training this year and just completed Level 3 in September. My personal study on fitness, health and nutrition is ongoing and has been a major focus of my life for more than 35 years.

The biggest thing I have learnt from my time in the industry is that exercise and food are not the answers to long-term weight loss and fitness — what we believe about ourselves is!

Through the power of tapping, I have seen people release food cravings and stress and heal long-term traumas that have kept them on a cycle of negative body image and habits. In particular, I focus on how women in their 50s can increase energy and turn back the clock to be more vibrant and energetic.

"Exercise and food are not the answers to long-term weight loss and fitness — what we believe about ourselves is!"



Follow and find out more about Sally:

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My advice to you is don't just focus on the physical, but expand your knowledge and embrace mindfulness trainings. Learn to listen to your clients' words so you can understand what beliefs and patterns they are holding.

SALLY SYMONDS

Occupation: Director of Love Your Weight Loss, best-selling weight loss author, trainer and consultant | **Location:** Brisbane
Certifications: MA, BA (Hons), LSDA, ASDA, NLP P, Cert III, Cert IV, Wellness Coach, Rehab Trainer

Back in 2002-03 I lost 45kg in 33 weeks. I then went on to lose more than 50 per cent of my original body weight, and I'm one of the 4 per cent of people in the world who has lost weight and kept it off. I felt it was my calling, a vocation, a duty, to share my secrets with others so that they too could become one of 'those people' who never had to worry about their weight again.

I now run the online weight loss system called Love Your Weight Loss, as well as writing, training, motivational speaking and consulting. I've published three books, *50 Steps to Lose 50kg... And Keep it Off*, *50+ Recipes to Lose 50+ kg... And Keep it Off* and *50 Ways to Weight-loss Motivation*.

To become an expert you need to have the knowledge. For me, I had the personal experience of losing weight, and so I have insider knowledge, not only on what it feels like to be overweight, but also what it feels like to go through the weight-loss process. I was able to supplement my personal knowledge with appropriate qualifications in both fitness and mindset (via my NLP training).

One of my favourite quotes of all time is from Ghandi: "Live as if you were to die tomorrow. Learn as if you were to live forever." That pretty much sums up my attitude toward both personal and professional development.

One of the most shocking things I discovered in the fitness and health industry was the level of bias toward overweight people. Weight-based discrimination is fairly rampant in society, but studies have shown that unconscious bias against overweight people is actually higher in the health and fitness industries than in the general population.

That's scary stuff – especially for people who are overweight and contemplating getting fit and healthy. I know the most difficult step on my whole weight loss journey was the one that I made inside the gym for the first time!

Today, only the equivalent of the population of Melbourne has some kind of fitness membership and only the equivalent of the population of Canberra uses that membership more than once a week (that is, enough to be effective). There's just such an enormous divide between the fitness industry and general society, and no one seems to be ready, willing or able to tackle that.

The best advice I have for you is to find your niche. Many people try to be all things to all people and, as a result, don't have time to really hone their specialist area.

"The best advice I have for you is to find your niche. Many people try to be all things to all people and, as a result, don't have time to really hone their specialist area."



Photo supplied by Sally Symonds

Follow and find out more about Sally:

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TARA SIMICH

Occupation: Founder of The Jungle Body | **Location:** Perth
Certifications: Certified Personal Trainer & Group Exercise Instructor

I started out studying economics and working at PricewaterhouseCoopers. I always loved fitness but never thought I would ever end up working in the industry.

After spending a year studying economics in New York and consulting to a fitness company, my eyes were opened to the world of fitness. I started to see that women were either finding an aerobics group fitness class too complex to follow, too basic to get a sweat up in or, quite simply, boring because it was the same old choreography every week. So I set out to create the ultimate aerobics workout that any uncoordinated 30-year-old mum could walk into and have a wild and fierce fitness experience.

During my time consulting to the health club, I worked on gym structures, sales, group fitness management and marketing. I got certified as a group fitness instructor and personal trainer in 2010 and began teaching up to 15 classes a week and doing PT work. I lived and breathed group fitness for four years straight and only now have I cut back as I have a more operational role now.

I founded The Jungle Body, and my tasks involve everything from running fitness technique workshops, marketing the programs to health clubs and instructors, managing our social media, coordinating and hosting workshops, master classes and events, and creating choreography and resources for our instructors to assist them in becoming the best possible exercise professionals they can be.

We have five unique licensed pre-choreographed group fitness programs that our instructors teach in Australia, Asia, the UK and Europe. Every month we create, design and film eight routines per program, which then get edited and sent out to our instructors.

I believe The Jungle Body is only as successful as our instructors are, so I invest a lot of time into mentoring, educating and empowering my instructors. I also believe it's important to continually innovate and be ahead of fitness and music trends so that our programming is always fresh and current.

The biggest thing I have learnt from my time in the fitness industry is that you need to serve your clients' needs, not your own. To be successful, you need to answer their demands constantly and carefully.

I would love to see the fitness industry embrace home-grown fitness companies like The Jungle Body and for the fitness

“You need to serve your clients' needs, not your own.”



Follow and find out more about Tara:

Website: thejunglebody.com | Facebook, Instagram, Twitter & YouTube: thejunglebody

community to celebrate each other more. The most successful gyms are the ones that innovate, step outside the box and open themselves up to new opportunities.

My advice to you is to specialise in a specific area of health and fitness, be the absolute best at what you do, ensure you are different to the rest, and build your brand around exactly that. Working in an industry that helps to create healthier, happier and more fulfilled people is quite literally the best job in the world.



WEARABLE TECHNOLOGY

By Daniel Murphy

Low-tech training, high-tech gadgets.

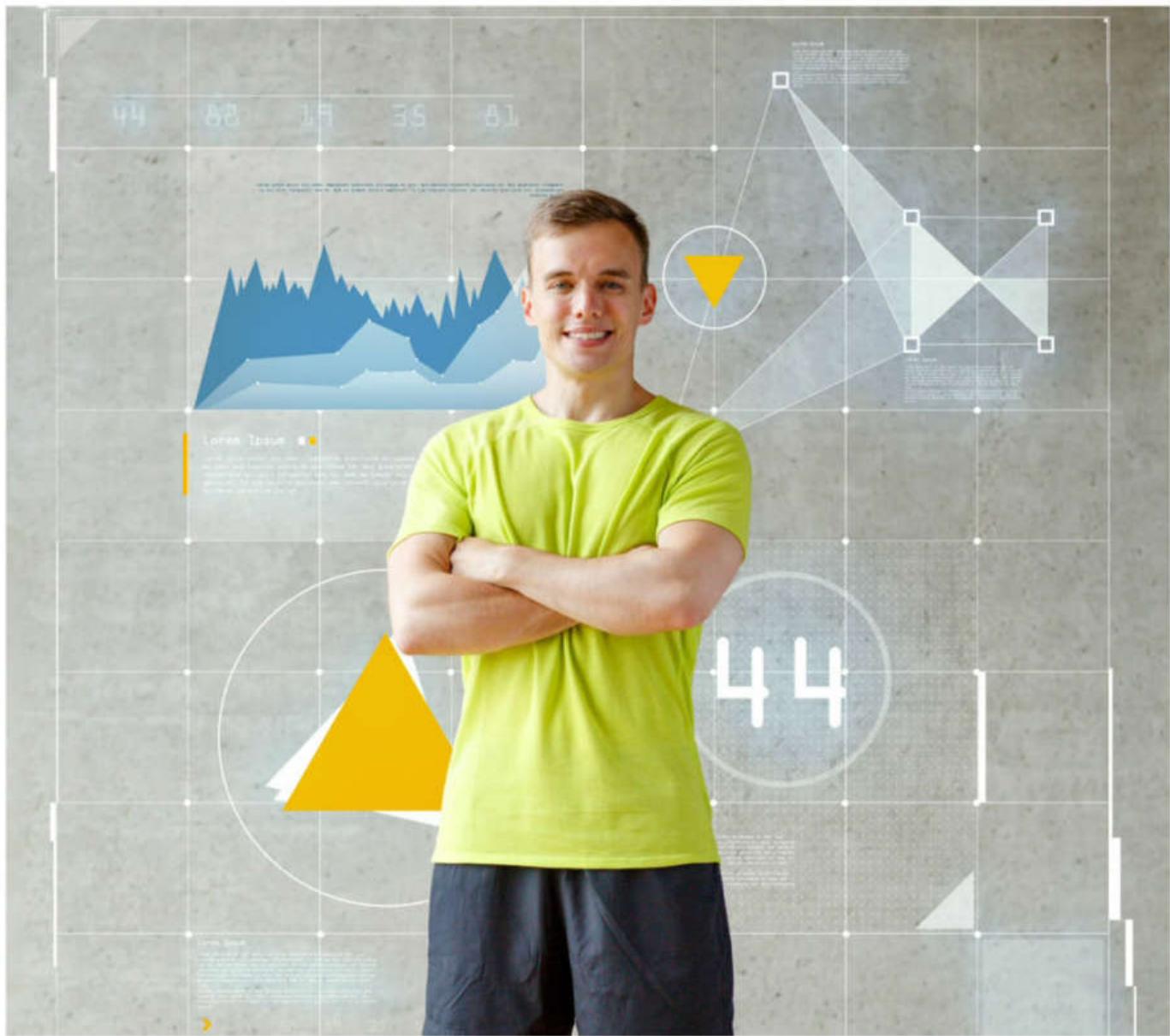


Photo: Shutterstock.com

Our industry is about to be revolutionised by the addition of technology that will track, assess, monitor, guide, encourage and improve our clients' fitness and health goals. One large area of growth will be the addition of wearable technology, or simply called 'wearables'. When I bring up this topic, I am generally met with, "oh, those overpriced pedometers..." But, never fear, it's about to get much more interesting.

Wearables aren't a new concept. We've been using them for decades to tell the time or improve our hearing.

What's new is implementing them into monitoring various health metrics in someone's day-to-day life and fitness regime. My goal here is to show you a little of what's to come, but also what you can implement today.

The ears are a handy place to hang things, and there are a few major companies such as LG, Motorola, Apple and Sony looking to get on them. These 'hearables' will play music, be an intelligent personal assistant (Siri, S Voice), take calls and track some now pretty standard fitness metrics, such as steps, distance and calories burnt.

For me, the big leap forward is the ability to measure maximum oxygen consumption (VO2 max) and heart rate. Getting a heart rate reading from your headphones is amazingly convenient; getting your VO2 max is next level, as this testing is only seen in elite sports facilities or private testing labs. My pick is Bragi's world-first wireless earbud 'The Dash'. They're currently in pre-order stage and will have all of the above features plus a few more, such as a thermometer, noise cancellation and an ear bone microphone. ➤

Measuring power and lactate threshold

Two other important training measurements used in elite sports are lactate threshold and power. Lactate threshold is all about setting training intensities and knowing how hard you can push. It's an objective way of knowing how hard you are training — not just how hard you think you are training. Previously, this measurement could only be obtained by taking blood samples in intervals between periods of physical exertion. BSX Insight has developed a wearable that fits within a calf compression sleeve that's able to 'look inside' the muscle and measure your lactate threshold. BSX Insight is available now and is a must-have for anyone in the endurance game.

Power is relatively easy to measure in cycling. It's used to set pace and quantify workloads and performance. Power has never been used as a measure in running — until Stryd. The team at Stryd have developed a small device you clip on to your waist that links to your phone or sport watch via Bluetooth. Stryd even syncs with pre-existing apps you may already use.

Using power allows you to compare different conditions (hills versus track) or intensities (distance versus interval) with consistency. Trainers can then use this information to develop training programs, even

from afar, via their cloud-based platform. To top it off, Stryd's battery will last all year and is replaceable. It's ready to run whenever you are. Stryd is a crowdfunding success story and will hit the ground running in 2016.

We all like to refer to power in resistance training and we also like to think we are improving it in our clients. Unless you are using assessment tools such as GymAware to measure velocity of movement, then most likely you are using subjective phrases such as 'that looked more powerful' or 'the bar moved a bit slow that time'. Depending on the exercise, PUSH is a band you wear around your forearm or upper arm that lets you know how much power you are actually generating in the gym.

The device tracks velocity of movement through 3D space via the inclusion of a gyroscope and accelerometer. It comes with an easy-to-use app that gives you advice on rep ranges and tells you if you need to reduce or increase your load depending on your training goal. Trainers can 'PUSH' workouts to their clients and then see how they performed afterwards with information such as power, velocity, reps and sets, all automatically generated. If you are serious about strength training, this is a must-have tool, and it is available now.



Getting more from your wearables

The forearm, and in particular the wrist, is a very popular place wearable companies are trying to get on to. If you don't have a wearable yet, it's most likely a friend of yours is sporting the latest edition. Brands such as Fitbit, Misfit, Jawbone and Garmin have become household names. But a lot of us in the fitness industry haven't rushed out to purchase one. Why? We need more from our wearables than a poorly-tracking heart rate monitor and pedometer.

How about a wearable that can do all of that, while

automatically detecting what exercises you performed in your workout? Add to this an ability to count how many reps and sets you sweated out, with a bit about how you performed them? Or how about knowing if your clients did that workout you set them and also how hard they pushed while you weren't there? Well, you need Atlas. Atlas is another crowdfunding success story and is about to ship out its first orders to some very excited fitness enthusiasts.

Analysing movement and muscle use

The main focus for the majority of wearables about to hit the market is capturing data to interpret someone's physiology. What shouldn't be overlooked is how we move, and a few brave companies are attempting to capture this information. With the new wave of 'functional training' or 'movement studios', coaches and trainers alike should be looking to integrate these technologies into their studios to track, assess and evaluate their clients. There are existing companies that offer movement analysis products — K-Vest, dorsaVi, Motion Analysis, Xsens and TecnoBody to name a few. However, there is a new wave of consumer-based products that make movement analysis more accessible, such as Moov, Notch and Athos.

Perhaps you want to improve your golf swing, your swimming stroke or running efficiency, count your chin-ups or boxing rate or tune your yoga positioning? Moov is a small disc-shaped wearable you can place on different parts of your body depending on what activity you are trying to assess.

If you are after a more detailed analysis, Notch Interfaces has developed a beautifully simplistic system that is able to track whole body movements of any level of complexity.

A wearable sensor network of 'notches' can be clipped on, tucked under sweatbands or worn within specially made clothing. When you start moving, they communicate together and sync to your phone or tablet. You can track any type of movement (how you run, lift, skate, dance and so on). You can even set parameters, so when you perform the task incorrectly, a notch will vibrate. The Notch Interfaces are also allowing developers to create their own apps and programs. The possibilities are endless. Notch has yet to be released, but you can get your hands on Moov right now.

It's one thing to know how you are moving, but another to know what muscles are causing that movement. Athos has developed compression garments with sensors built into them that will measure heart rate and breathing patterns. What really sets these apart from other 'wired apparel'

is the inclusion of electromyography (EMG). EMG has been used in elite sports, rehabilitation and physiotherapy practises for years to detect muscle activity and strength.

With Athos, you will be able to get information such as what muscle groups are working harder in a squat or which ones are starting to become fatigued. Knowing how muscles are activating or not activating during training is vital for performance enhancement and injury prevention. Athos is available now and even has free shipping and returns.

These types of technologies are going to change the fitness industry over the next few years. As fitness professionals, it's important we stay up-to-date and move with the times. It's not going to be about the latest piece of equipment or the newest exercise; we need to be more specific with our exercise prescription and get the most out of our clients. Our clients demand results, and these devices will show them if you are providing them. We don't need to be fancy with our exercise prescription, but we will need to do it better than ever. **FP**



DANIEL MURPHY

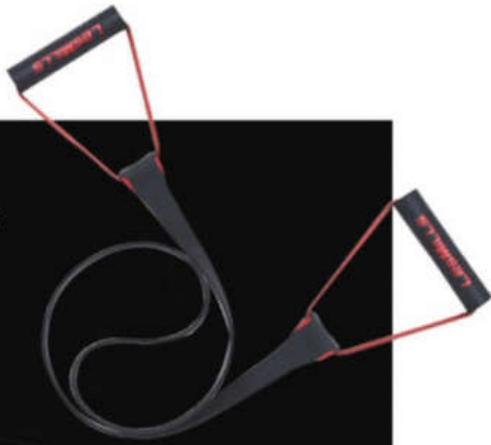
Dan is a physiotherapist and exercise scientist from Sydney. Health and fitness are both his passion and profession. Combine this with him being a technology geek and you have an expert in fitness technology. As a director of Fitness IT, he brings the latest technology solutions into the health and fitness industry. And for those wondering, no, he does not have a chain of bottle shops.

TAKE WORKOUTS TO THE NEXT LEVEL

Resistance band technology has a new innovation.



The Les Mills SMARTBAND™ is scientifically engineered to deliver a consistent force increase throughout the extension range. This helps to ensure correct technique is maintained throughout the exercise movement range and enables users to get more from their workout.



The SMARTBAND has a flat profile, which reduces anchoring and rolling issues, and the nylon webbing moves freely through the spine. This ensures ease of movement and improved functionality through a range of moves. The compressible handle improves comfort and fixation under foot and provides an optimal surface for gripping when held in the hand.

Traditional bands are made from extruded latex/rubber and are prone to tears and snapping. As workouts get more technical and members focus on functional training, these old-fashioned tubes aren't able to keep up. The SMARTBAND is made from an injection-moulded thermoplastic elastomer. The combination of this new material and design innovation has enabled Les Mills to reinvent resistance training, providing a resistance tool designed for the intensity and flexibility of functional training.

There are two resistance band options: the SMARTBAND and the SMARTBAND EXTREME. Every SMARTBAND comes with a two-year warranty on manufacturing faults.

The SMARTBAND is the latest addition to Les Mills' award-winning suite of SMART TECH exercise equipment. It has been designed for use with Les Mills' CXWORX™ and BODYVIVE™ 3.1 programming, personal training and at-home workouts.

The SMARTBAND matches with the SMARTBAR™ and SMARTSTEP™, and seamlessly integrates with both the SMARTBAR and its plates — opening up a suite of new workout possibilities.

For more about Les Mills go to
www.lesmills.com.au FP



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Visit mzyone.org or email headoffice@myzone.org today.

THE TRANSFORMATION TRAINER

By Kirstin Cuthbert

Pouring positivity, passion, knowledge and her love of life into every one of her members, Ebony Taggart is changing lives at a rapid pace.

Founder and owner of NextGen Fitness Factory Ebony Taggart has always had a strong interest in sports. She grew up playing competitive netball and once leaving school worked a full-time job in real estate to save up for her Certificate III and IV in Fitness.

Once she had saved up the money, she completed her course part-time. Although she says it was a "crazy lifestyle", four years ago her hard work paid off and an opportunity approached her — literally.

"I was walking to the bank one day and was approached by a gym owner trying to sell me a membership," Ebony says.

"We got talking and he ended up offering me a job. I just went for it and have never looked back!"

She started working at this small local gym and slowly built up a personal training client base. To add something a little extra for her clients, Ebony went back to her local primary school to enquire about hiring their gym hall to run a small group session.

"This took off slowly," she says. "I had about eight to 10 people for one session per week over six weeks.

"Over the next year, these sessions started to expand and I started running multiple sessions per week in the

evening, then multiple per night, then even 6am sessions. Before I knew it, two years had passed and it had grown from around eight people to about 80 people.

"All of these sessions were run from the primary school hall and its surroundings. As the classes started to get bigger, I brought on two amazing trainers and friends of mine, Jordan Lingard and Terri McDonald, to help run the sessions."

With the aim of sharing her love of health and fitness with as many people as possible, NextGen Fitness Factory was born in Bayswater, Victoria.

"I wanted to create an environment and vibe that was fun and welcoming, where everyone can feel equal while training," Ebony says. "I wanted it to be about working hard, building friendships and teamwork — no egos."

"Happiness and positivity is infectious, and exercise is as much about one's mental health as it is about physical health. I wanted to share this knowledge with as many people as possible!"

As a qualified gym instructor, personal trainer and advanced boot camp instructor, and holding her Level II First Aid certificate as well as completing several advanced courses,



Before



Ebony Taggart practices what she preaches and underwent her own transformation.



The facility where all the hard work and transformations take place.

including TRX, boxing for PTs, kettlebell training, boot camps and group training, Ebony sure holds the credentials.

Her advanced knowledge allows NextGen Fitness Factory to be able to offer a wide variety of options to its members.

"We run 18 group sessions per week, including HIIT, Tabata, boxing and traditional boot camp and core sessions," Ebony says.

"These sessions are always different, challenging and fun. They cater for any fitness level, both male and female."

"All three of us run personal training sessions outside of the group sessions, which allow us to really zone in on that person's wants and needs. We work on areas like nutrition, rehab, specific sporting goals or transformation goals."

Calling themselves the "boot camp masters" and "transformation specialists", these three girls are more than your average group fitness instructors.

"To avoid injuries, all of our boot camps and group sessions are technique-focused," Ebony says. "We don't just stand and point and bark orders."

We genuinely care about our members and give them the confidence they want and need to be the best version of themselves."

"We create sessions that make you burn fat fast, and some of our sessions even burn up to 700 calories, all while having a killer time!"

"The amazing transformations we see in our clients stem right back to ourselves as trainers — all three of us have come a long way to where we are now. I have experienced first-hand what it's like to go through a lifestyle change — to lose 14 kilos — it's not easy."

"The ups and downs of the journey are ones that we can relate to, and we help implement steps to create healthier and happier lifestyles. On top of our continued learning and researching as trainers, we have all competed in

bikini/fitness model competitions. These have only furthered our knowledge and experiences."

While Ebony was training to step on stage, she nursed her chronic back injury. However, she describes the experience as "tough but amazing".

"I entered the INBA Bikini category and stuck to a strict nutrition plan and solid weight training," she says. "Some days I couldn't train, because of my back, and at times I thought I was going to have to call it quits, but I just kept at it and did what I could."

"I ended up placing second in the Novice category and third in the Open Tall Class division. I was seriously stoked that I even got to the stage, and I learnt so much from the experience."

Ebony's choice to compete helped her as a trainer, as she believes it showed that she really does practice what she preaches.

"It showed my clients and others that anything is possible if you put your mind to it," she says. "There are ways around injuries and setbacks, and now I take this knowledge into my programs and workouts." ▶



The NextGen Fitness Factory trainers: Terri McDonald, Ebony Taggart and Jordan Lingard.



The first-hand experiences all of the girls possess, as well as their genuine care for each and every member, have been the key to their success.

"We provide the tools for our members and they work their butts off with our support to get the results," Ebony says. "We genuinely care about our members and give them the confidence they want and need to be the best version of themselves. This is why we are successful."

Ebony's individual success comes down to her ambition: she always wants more out of life.

"I don't accept ordinary and I work extremely hard to achieve whatever I set my mind to," she says. "We have one life and I believe it should be lived to its fullest potential. I love people and love helping others. I have made some amazing lifelong friends from my business that I could not be more grateful for."

At one point Ebony needed to move from Melbourne to Sydney for six months; however, as soon as she returned to Melbourne, all of her clients came straight back. She believes this is because of who she is as a trainer.

"I formed relationships and trust with every single one of them," she says. "I take my job as a trainer seriously. People need and want my guidance and support, so I give them everything that I have."

"I do whatever I can to help my clients inside and outside of our sessions. I also practice what I preach day in and day out, even with a chronic back injury."

If you're looking to experience this similar kind of loyalty or retention, Ebony has some tips for you.

"Take the time to get to know your clients and make sure you are passionate about what you do, every single day," she says.

"You are a role model for your clients and those around you. You cannot expect your clients to commit to a healthy lifestyle if you don't live it and breathe it yourself."

NextGen Fitness Factory opened at the end of January this year and has seen a large growth since then. All three trainers have their own one-on-one clients as well as their boot camp members. This brings them to around 150 members.

This relatively fast growth can be attributed to a number of things.

"Our trainers, members and sessions are what make NextGen unique and so amazing," Ebony says.

"They all encourage and support each other. We have seen so many strong friendships built over the years, and the vibe at the factory is just unreal. It makes your want to train hard and stick to your goals!"

Ebony loves what she does, she has worked hard and is a true example that hard work really does pay off.

"I am truly blessed to have such an amazing group of people to work with day in, day out," she says. "I always dreamt about opening my own venue but honestly never thought it was possible; it all comes down to how hard you are willing to work and being passionate about what you do."

"I have the best team, with Jordan and Terri and support from friends and family, so I am very grateful. I love that the factory has changed and is changing so many lives for the good — there is honestly no better feeling!"

For more information visit www.nextgenfitnessfactory.com.au FP



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THE TRANSFORMATION TOOL: STRONGMAN TRAINING

By Kim Goss, MS, Poliquin Group™ editorial team

Develop endurance and strength for your clients with this legendary practice.

In 1977, weightlifter Bruce Wilhelm won the first World's Strongest Man competition. He competed against athletes from a variety of sports in events such as running with a 180kg refrigerator strapped to his back, pushing a 320kg wheelbarrow, and bending steel bars with his bare hands. While strongman has become a popular addition to late night TV, it is also a legitimate sport today, and is a popular form of training to help those interested in developing physical power.

In the early days of strongman competition, the events varied each year, but now the events are standardised. So what specifically do these exercises do? In a study published in the *Journal of Strength and Conditioning Research* in 2009, researchers found that strongman exercises "challenge the strength of the body linkage, together with the stabilising system, in a different way than traditional approaches". In other words, strongman exercises could be considered a form of functional training that enables you to deal with the disruptive forces that occur in sports, as well as being useful for real-life challenges.

As a body transformation tool, strongman training enables you to lose body fat without compromising muscle tissue, which can happen when aerobic training is emphasised. Strongman training develops a particular type of strength known as functional hypertrophy. This means that not only do muscles get stronger, but they will also develop a higher level of muscular endurance than strength training methods that focus on lifting the heaviest weights for very low reps.



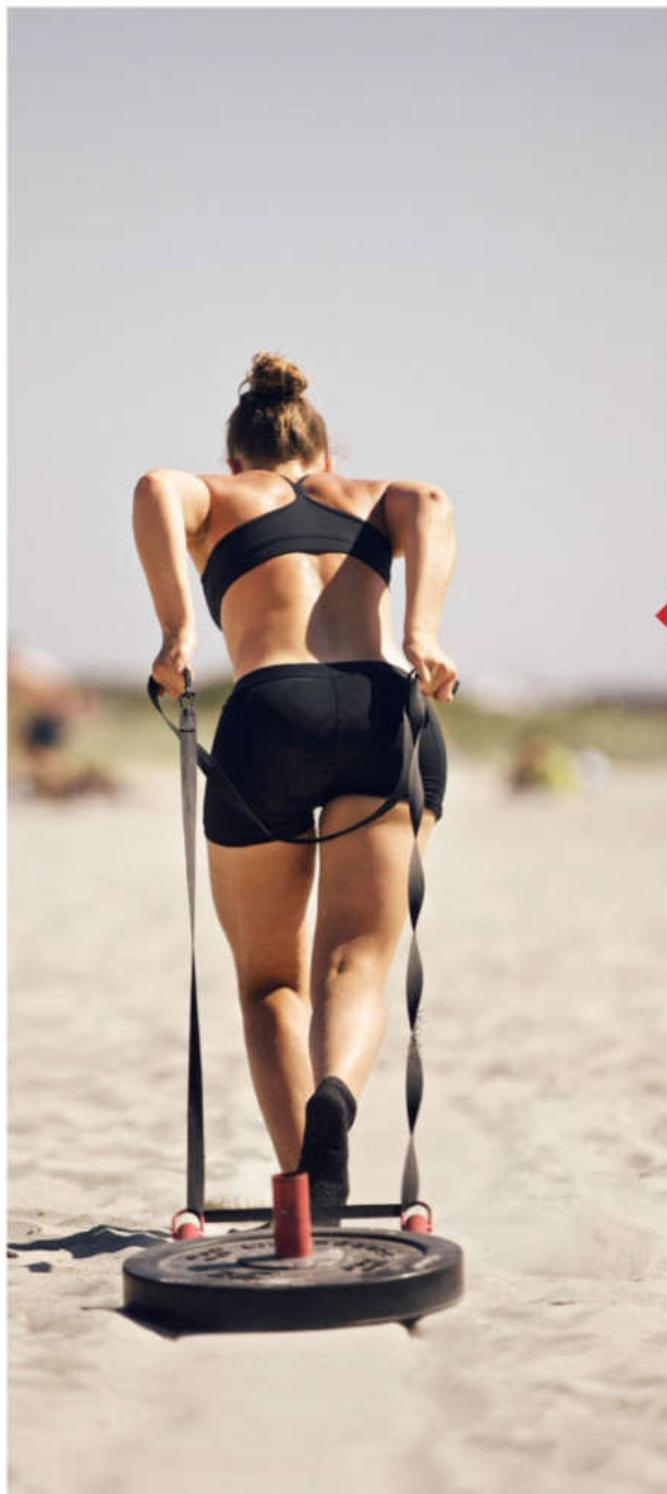
The farmer's walk

One of the most popular strongman exercises is the farmer's walk, which involves carrying cylinders over short distances. Using dumbbells or kettlebells is not recommended for this exercise, because they can impede your walking mechanics and can cause bruising as they will bang against your thighs. The farmer's walk is great for developing muscular endurance and strengthening the grip, neck and abdominals. Setting the standard in this exercise is Canadian strongman Hugo Girard. Girard carried two farmer's walk cylinders, each weighing 175kg, for 25 metres in just over 21.39 seconds!

Tire flipping

Another popular strongman exercise is tire flipping, which works all the major muscle groups used in conventional weight training exercises such as deadlifts and power cleans. Tires are awkward to lift and less stable than a barbell; therefore, good technique is critical to prevent injury, as the tire can fall back on you. Some gyms have several lighter tires available so that those who want to do this exercise can warm up properly.





Log press

The log press focuses on the upper body muscles, especially the shoulders and triceps. It is performed with a cylinder that has parallel handles on the inside so that you can perform the exercise with a neutral grip. A neutral grip places less stress on the shoulders than a barbell exercise performed with the palms facing away from the body. The cylinder is much larger than a barbell, so for the cylinder to clear your head, you must lean back during the exercise. As such, those with lower back problems should probably avoid the log press.

Pulling/pushing sleds

Rather than pushing wheelbarrows or pulling trucks, modern strongman training involves pulling sleds (forward, backward and sideways) and pushing sleds. These sleds have pegs attached so that additional weight can be added. Not only do these sleds work the major muscles of the lower body, but there are specific exercises that can be performed that focus on the upper body muscles, especially those of the upper back.

Put it into practice

Strongman training requires specific equipment, but most of it is relatively inexpensive and should last a lifetime. All the exercises can be performed outdoors, which is good because many of the exercises have you carrying heavy weights for distance. The equipment that takes up the most space is the super yoke, which consists of large frames that you carry across your shoulders to develop overall strength, and the tires.

To perform strongman training safely, you have to know what you're doing. Strongman training is not commonly taught in most strength training certifications, so it's important to seek out coaches who have practiced these exercises and know how to teach them.

Strongman training is a unique strength and conditioning challenge that improves body composition and increases strength and muscular endurance. It's also a heck of a lot of fun and as such will help motivate clients and trainers to get strong and fit. **FP**

ABOUT POLIQUIN GROUP



Poliquin Group is based in East Greenwich, Rhode Island, USA. Their mission is to be an educational leader in the fields of athletic and physical fitness training. Among the unique courses they offer are the Poliquin® BioSignature Modulation, which has ascertained the relationship between body fat stores and hormonal profiles, the PICP™ and their Poliquin® Personal Training Online Certification. You can learn more about their educational programs at www.poliquingroupeducation.com



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ARE YOU AN

'IMPERSONAL' TRAINER?

By Scott Hunt

Our clients buy personal training from us. While it may sound obvious, they actually want personal training that's 'personal', yet all too often trainers deliver boring and repetitious 'impersonal' training.

If you're one of these 'impersonal' trainers, you're probably familiar with clients quitting often — telling you they can't afford it, basically saying the classic "it's not you, it's me". You've probably been giving the client the same session again and again or, even worse, giving all of your clients the same session. You need to realise that it's not them; it's actually you!

More often than not, it's not that they can't afford you; they just don't see the value in paying you the big bucks. And why would they? If they do the exact same 20 push-ups every single week, they know they'll do the same push-ups again next week, and the next, and the next. If they know how to count to 20 themselves, and they know your predictable routine, then what are they paying you for, aside from your personality? It's a whole lot cheaper to do



it at the gym alone, and it's free to do it at home or in a park. And this is exactly what many clients do after a few sessions or a few months with a trainer — they find a cheaper, impersonal option.

I'm sure everyone knows how to give a basic personal training session, so I'm giving you my top tips for turning good sessions into amazing sessions — putting the 'personal' back into personal training.

Remember, no one comes back for years and years because you're good; they come back because you're amazing! This approach sees our average client do more than 100 one-on-one sessions with us — and we've had plenty do thousands. It not only retains clients and gives them better results, but it also makes the job a whole lot more fun for us!

7 TIPS FOR PERSONAL TRAINING

1. Personalise: Don't just look at your client's age, weight, sex and goals and design a session based on that. Keep in mind everything about them. They're an individual — they're not the same person as someone else who may tick all the same boxes demographically, so don't treat them as that in the session. From injuries to posture to genetics or even coordination, they're a unique individual and you need to focus on everything that makes them unique. Focus on understanding and remembering a client's precise goals and remember their precise motivations that led them to having these goals. Also remember the other important things in a client's life, such as their birthday or their partner's name; it makes all the difference in personalising personal training.

2. Progression: As a client becomes fitter, the 'impersonal' training approach is to do the same exercise, just with more reps or added weight. The 'personal' training approach is to progress the complexity of the exercise to challenge the client in all areas of fitness. Combining two exercises together or changing the stability, the speed, the range of motion or the plane of movement can see a simple exercise, such as a push-up, progress in a hundred different ways. You can develop the progression over the weeks and months to ensure the client sees they are doing exercises that they never would have dreamt of before.

3. Variety: Never do the same workout twice! Your client will be different every session. If they're new, they'll obviously progress dramatically each session. But if you've had them for years, they may not be getting fitter each session. However, you can still have a different focus and strategy for every workout to ensure that there's always something new and exciting to keep it personal. While one exercise may not always be better than another physiologically, we all know that variety is the spice of life, and this will keep clients coming back for exciting new sessions that no one else offers. Psychologically, variety is always better. There are an infinite number of variations out there, so be creative. We've had many clients train for more than a decade, and they've never done the same workout twice!

4. Psychology: Ninety-nine per cent of clients won't do those last few reps because of their head, not their body. Getting the best out of a client all comes down to the psychology of what you say and how and when you say it. Don't use the same repetitious "come on, you can do it" for every client. Think about the psychology of their goals and what will make them want to do it. Just as it's important to get that little bit extra out of them, you need to ensure you don't get too much out of them and leave them feeling sore and sorry for the rest of the week. Even though you can force more out of them and they can physically handle it, that doesn't mean they can mentally. If they're painfully sore for days and didn't want to be, you didn't do a good job of personalising the session. Yes, I understand that some clients will call a little bit of tenderness 'pain', and they shouldn't; however, that's their reality, so we need to respect their psychological limit, not just their physical limit. ►

"If you put yourself first, you're putting your client last and delivering anything but a 'personal' personal training session."



Photo: Shutterstock.com

5.Explain: Talk to your client about what you're doing and why you're doing it. You may know that the variation you're doing is going to activate their core more, but if you don't tell them, how are they meant to know that? It's amazing how many clients still think they need to be doing hundreds of sit-ups to work their abs and don't realise how many other exercises work their abs just as well, if not better. Explain it to your client so they can understand and see the benefit of the unique variations of exercises you offer them that your competitors don't.

6.Ensure they need you: You don't need a trainer to do a lunge; however, you do need a trainer to do a lunge with a medicine ball throw in it. You can be of great assistance for so many other versions of exercises your client would never think of. So stick to the exercises you're needed for. Your client isn't just there for your personality; they're there for the things they can't do — or couldn't be bothered doing by themselves. Don't make yourself disposable by primarily giving them things to do that don't require your help and expertise.

7.It's not about you: Trainer arrogance is the biggest reason trainers fail to give 'personal' personal training sessions. Some trainers simply love a certain exercise, so they push a client to love it too, even though the client may be twice their age and weight and hate even the thought of exercise. Other trainers may give a client an exercise because of how good it makes them look to the rest of the gym, or give clients exercises that simply make their job easier such as getting them to hit a bag rather than holding pads. If you put yourself first, you're putting your client last and delivering anything but a 'personal' personal training session.

There are plenty of cheaper ways to get in shape without hiring a personal trainer, and your clients know this. If you're not providing 'personal' sessions, you'll find yourself in a price war you can't win because of all the other impersonal cheaper options out there. Give 'personal' personal training sessions and you'll position your services far ahead of the \$10 a week gym memberships or cheap group sessions. These options won't be your competition, and you will be deemed indispensable. **FP**



SCOTT HUNT

Scott Hunt is the CEO of Fitness Enhancement Personal Training, which he founded in 1999 as a 19-year-old. It has since grown to become the third-largest personal training company in Australia, with trainers across the Gold Coast, Brisbane, Melbourne and Sydney, and is actively seeking more studio and mobile franchisees in all cities. Scott has a Cert III and IV in Fitness, a Bachelor of Business with a Major in Sports Management and has twice been a Young Entrepreneur of the Year finalist and also been awarded the Fitness Australia Gold Award for quality twice.

For more information visit www.fitnessenhancement.com

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THE GLUTES: INTERNET SENSATION OR CRITICAL FOR PERFORMANCE?

Give your clients the glutes they are after and you will find they are happier not only about their physical appearance, but their increased performance too.

Words: Michael Cunico

Photography: Dallas Olsen

I am not sure exactly when it happened, but it seems there was a moment in time where the world decided to become obsessed with the bottom! It seems you can't open a social media page without the perfect curves of a behind staring back at you. Like many fascinations driven in this world of online – box gaps and 12-week challenges to perfect bikini bodies – it's nice to hear some reality.

Are the glutes important? Is this an area that only sports models and athletes are required to develop? If they are important for everyone, how can I go about developing my glutes?

Granted it can make purchasing jeans and pants your worst nightmare, but having a strong, well-developed rear will support athletic performance and

help reduce injuries. The collection of glute muscles is regularly referred to as the most powerful muscle in the body, playing a large part in propelling the body vertically and horizontally.

The main role of the gluteus maximus, the largest of the glute muscles, is to extend the hip. The other members of the glute family – the gluteus medius and gluteus minimus – mainly contribute to hip stabilisation. All three muscles contribute to external rotation and abduction of the femur, taking the upper leg away from the midline of the body. While the contribution of the glutes in hip extension highlights the importance of these muscles for performance, their job as stabilisers of the pelvis and knee also shows how critical they are for injury prevention.

As stabilisers of the hips, the glute area plays a part in minimising lower back pain. If you were to think of this area of the body as a building, the glutes are the foundation that the lumbar spine, the building, sits on. If you were to build a building on an unstable foundation, it wouldn't take long for the cracks to appear, literally. Similarly to our building, the lumbar spine also wants a solid base to sit on, and this area will search for stability to allow the extremities and the rest of the body to function.

Speaking of the extremities, the knees benefit from strong glute muscles as well. Strong glutes can help fight off the knee valgus effect – the movement of the femur into adduction, the action of the knee moving toward the midline of the body – commonly seen during eccentric loading. Basically a fancy way of saying that strong glutes will play a role in preventing the knee from collapsing inwards when you descend



in a movement such as the squat. Strong glutes can help prevent this action and therefore play a role in preventing knee injuries.

This is extremely important for women, based on the design of their bodies and the fact they generally have better mobility than men. Women have what's called a wider Q-Angle, meaning that the naturally wider hip position of a woman produces a steeper angle of the femur, so their body is naturally falling into a collapsed knee position. Add to this the extra flexibility and mobility women naturally have, and the result is a higher occurrence of ACL injuries versus men. Some research has claimed that the incidence of injury is as much as nine times greater. This is overstated, based on a 2007 study showing that the risk of injury was closer to three times more likely – still an alarming difference.

From a performance perspective, the glutes are so important. With the majority of sports requiring athletes to be powerful and explosive, the glutes are critical in moving the body through space. Think of the most powerful, competitive athletes and you will see people with extremely well-developed behinds.

Any sprinter, and most athletes who play in sports that require explosive movement, will have extremely well-developed glutes. Any Olympic weightlifter,

under the super heavyweight category, will have glutes that Kim Kardashian would be envious of. Powerlifters will manipulate the position of the bar and their body position relative to the load to ensure the hip area takes the full force

"WITH THE MAJORITY OF SPORTS REQUIRING ATHLETES TO BE POWERFUL AND EXPLOSIVE, THE GLUTES ARE CRITICAL IN MOVING THE BODY THROUGH SPACE."

repetition range (12-20) for multiple sets (3-4) is a good starting place. Some movements lend themselves to lower repetitions, particularly the deadlift and the squat jump, as form can deteriorate with higher repetitions. These exercises

are better suited to the 6-8 repetition range. Over time though the body will adapt to any stress or stimulus we place on it, so modifying weights, sets and repetitions is a good idea every 4-8 weeks depending on your training age.

When executing or instructing these movements, aim for a full muscular contraction over maximal load lifted. Many trainees are missing out on training gains due to sacrificing form for load. Yes, the load lifted needs to stress the body, but not to the detriment of technique. When performing the deadlift, complete extension at your hips, 'lockout' the load. When performing the hip thrust, complete a full range of motion by fully extending your hips. This will ensure you maximise your time or the training time of your clients.

Perform these programs once per week as a standalone session or as part of a full-body workout and you may realise extra athletic potential while minimising your risk of injury. It may also mean you'll need to purchase some new pants!

of the lift. This is why you will see powerlifters use a very wide stance in their squats and really drive their hips back in the horizontal plane. They are transferring the majority of the load lifted from the quads to the hip area, as they know they will lift more weight this way.

Bret Contreras, who is known in the strength and conditioning world as 'The Glute Guy', believes the glutes can handle a significant amount of volume. Whether performing yourself or prescribing to your clients, executing most of the exercises in the higher

WORKOUT ONE

Lateral band walk >

SET-UP: Using the appropriate resistance band level, place the band underneath the mid to forefoot, then cross the band over to provide tension. You may need to play around with how much tension you take, and therefore how low down you need to grab the resistance band.

ACTION: Place your feet approximately shoulder-width apart, with the band taut. Bend at the knees and maintain a neutral spine to activate the glutes. Maintaining this 'athletic' position, take steps laterally in one direction, controlling the movement as the band attempts to pull your leg into position.



Deadlift >

SET-UP: Position the feet directly underneath a barbell in a slightly narrower than shoulder-width position. Place the hands on the bar outside your legs and drop your hips down; this should create a natural curve through your lumbar spine. Ensure the shoulder sits directly over the bar to minimise the chance of the bar swinging away from your body or banging against your shins.

ACTION: Driving through the mid-foot, keep the bar in contact with the body to minimise the chance of the bar pulling you forward. Once the bar passes the knees, forcefully drive the hips forward to complete the movement.



Kettlebell swings >

SET-UP: Place the kettlebell approximately 30-50cm in front of your feet, which should be positioned about hip-width apart. Softening the knees, bend forward from the hips, while maintaining a neutral position in the lumbar spine.

ACTION: Keeping the shoulders back, tilt the kettlebell toward you to

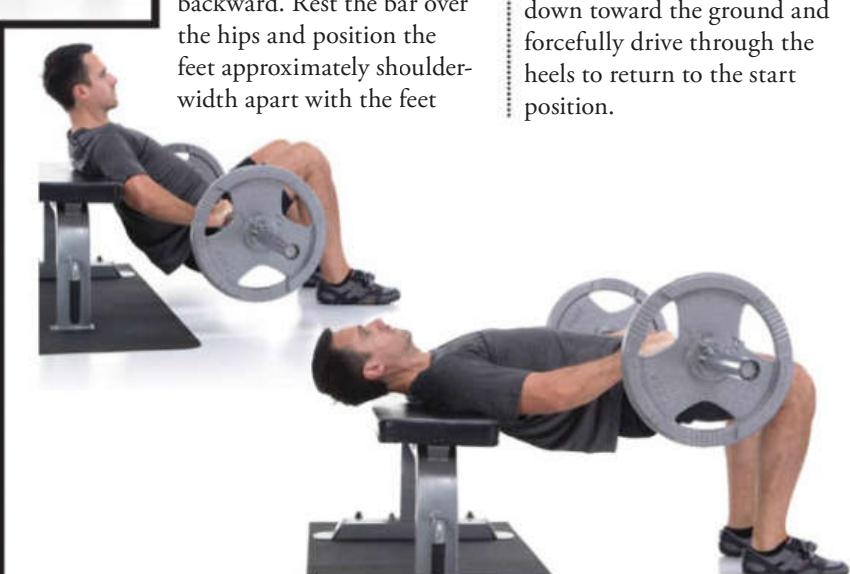
prepare for the first repetition. As soon as the kettlebell leaves the ground, the first repetition will commence as the bell swings between your legs. Forcefully drive the hips horizontally to commence the upward arc of the kettlebell. Aim for the kettlebell to reach eye level before controlling the descent and continuing to the next repetition.

Hip thrust >

SET-UP: Position a bench up against a wall to prevent it from sliding backward. Your upper back should be resting against the bench, and your position relative to the bench shouldn't move forward or backward. Rest the bar over the hips and position the feet approximately shoulder-width apart with the feet

underneath the knees. To prevent the pressure of the bar against your hips, you can use a squat pad or exercise mat underneath the bar to minimise discomfort.

ACTION: Drop the hips down toward the ground and forcefully drive through the heels to return to the start position.



REFERENCE

Prodromos CC, Han Y, Rogowski J, Joyce B & Shi K 2007, 'A meta-analysis of the incidence of anterior cruciate ligament tears as a function of gender, sport, and a knee injury reduction regimen', *Arthroscopy*, vol. 23, no. 12, pp. 1320-25.

WORKOUT TWO



Squat

SET-UP: To achieve optimal depth, a trainee requires adequate mobility in their ankles and hips; otherwise, they will make compensations to attempt to get into deeper positions. Ideally, the bar is placed on the upper traps, and the hands are placed on the bar and brought in close to the body to build a platform for the bar to rest on.

ACTION: Begin the descent

by taking a large breath and simultaneously bending at the hips and the knees. Maintaining a tall spine, descend to the appropriate depth level, ideally positioning the hips lower than the knees. The tibia and torso from the side angle should be close to parallel in the bottom position. Forcefully drive through the mid to rear foot to return to the start position. Ensure you maintain a tall chest for the duration.



Athletic step-up

SET-UP: Place your working leg on a box or step that places the knee and hip at approximately the same height.

ACTION: Elevating through your chest, drive off the foot on the bench to minimise using the foot on the ground; pull your toes up to try and keep the majority of your bodyweight on your working leg. To complete extension at your hips, drive the non-working leg up until your thigh is approximately parallel with the ground. You can use a bar or dumbbells to provide added resistance to this movement.

Dumbbell jump squat

SET-UP: Holding the dumbbells by your side, position the feet approximately hip-width apart.

ACTION: Lower your bodyweight down before forcefully driving against the ground and exploding vertically. Land softly, with a slight knee bend, before starting your

next repetition. Once again be conscious of your torso position and minimise the forward lean from your hips. Keep the repetitions low and the quality of movement high.



Walking lunge

SET-UP: Using a bar or dumbbells as load, take a step forward with your right foot. Keep your chest up and shoulders down.

ACTION: Bring your left foot through and repeat the move on the left side. It is important to finish in a 'tall' position to complete



extension at the hips and work through a full range of motion. If you are tight through your hips, be aware of the potential for you to bend forward from the hips, particularly as you fatigue. Always maintain a tall torso. If you find yourself leaning forward excessively, lower the load you are using. **FP**

For more information on 'The Glute Guy' Bret Contreras and his training program visit www.bretcontreras.com/how-to-design-an-optimal-glute-training-program/

EMOTION: THE UNDISCOVERED SUPPLEMENT

By Nam Baldwin

While nutrition and training are two key components to achieving results for your clients, there is a third component that is just as if not more crucial than the other two.

Are you interested in achieving consistently better results for your clients? How about in making a name for yourself as an effective trainer? Or being able to charge more?

I have no doubt that your immediate answer to all of these questions is 'yes!'

You may already be on this path — adding value to yourself by increasing your ability to deliver more effective training programs on a greater range of equipment and learning more about nutrition, both proven to have a huge effect on a client's results.

But today I want to introduce you to a third component that often flies under the radar and, if left unmanaged, can destroy the results of the great programs you are delivering: I am talking about emotion.

Boost client results with emotional intelligence

Emotions influence our perception of life, every moment of the day. Increasing our knowledge of emotions and how to regulate them better, known as 'emotional intelligence', is one of the most powerful, yet unused, tools available to a personal trainer: it will dramatically boost your personal effectiveness and your clients' results.

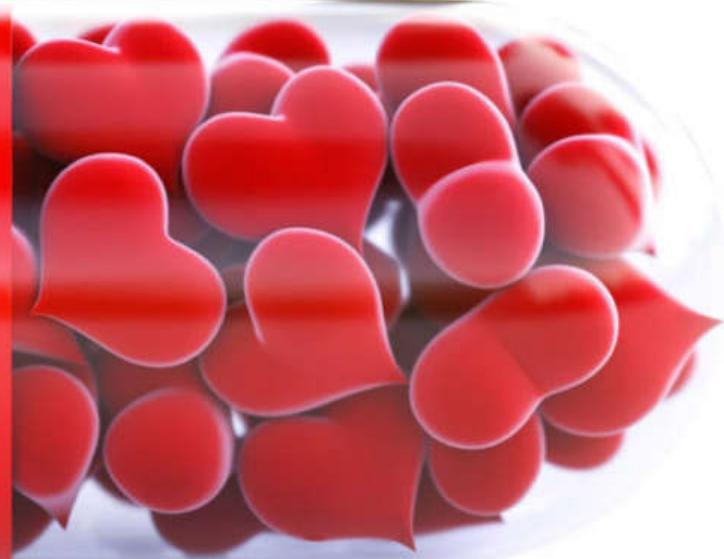
Think of emotional intelligence as a brand new, amazingly effective supplement that you suddenly have access to. It will definitely give you the edge over the other trainers as your clients' progress accelerates, but your clients need you to show them how to use it.

I'm lucky enough to work with world champions on an almost daily basis, and sometimes I am astounded at the sheer ability, strength and fitness they exhibit. But even the ones with the most freakish skill levels can fall apart when the going gets tough.

That's where my job really begins, helping the elite to manage, understand and control their emotions, even when under the extreme pressure of competition, to ensure they achieve their goals. This is the key to greater performance at any level, and I want to share this with you today so that you can begin to master the same processes I use with Olympic and world champions and pass it on to your clients.

Just as you learnt more about training and nutrition for yourself, before helping others, it's the exact same process here. Learning more about emotions begins with 'self awareness' and involves regularly checking your emotional state throughout the day.

When practicing self awareness, if you notice you are in a positive and productive state, think about the 'recipe' of circumstances that led to that state, then you can bring about that state more often. Success leaves clues; however, it's up to you to find those clues. Take notice of things such as your exercise



“**SUCCESS LEAVES CLUES;
HOWEVER, IT'S UP TO YOU
TO FIND THOSE CLUES.**”



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patterns, what you've been eating or not eating, sleep patterns, if you've been doing more fun things, hanging out with other positive people, or learning something new.

Likewise, when you notice you have fallen into a negative or unproductive state, reflect on what led to it so that you can change those recipes too.

Peak performance is very much about emotion. Of course, conditioning the body with an appropriate regime of nutrition, training and recovery is vital. But the mind needs training too, as unmanaged emotions equate to erratic results.

I'm sure you're familiar with times in life when your eating or training has gone off track because of negative emotions such as sadness, frustration, feeling overwhelmed or simple boredom. Then there are those amazing days when life is humming and staying on track feels easy.

This is exactly the same for your clients. Their emotions have a huge effect on their training and nutrition, both in the results they get and how much they can or cannot apply themselves. Although you might start out as a guide to help solely with their physical attributes, you have an enormous capacity to mentor and influence them with their emotions, helping them to lead a much more fulfilling, healthier, happier and ultimately more successful life. This will make you a much more sought-after trainer. ►



THE SCIENCE BEHIND EMOTION

Let's look at a little science behind emotion. When we are emotionally or physically stressed for a prolonged period of time, the hormone cortisol is released. Cortisol is responsible for holding on to weight, breaking down muscle, difficulty sleeping, anxiety, feeling overwhelmed, being emotionally reactive and lacking in enthusiasm. None of these things support you to operate as a great trainer or help your clients adopt a consistently healthy lifestyle.

To make matters worse, when cortisol levels remain high, the release of another important hormone called DHEA is prevented. DHEA is the recovery or anti-aging hormone, and it's particularly important that it be released as early as possible after training to help us repair.

If your clients are already emotionally stressed when they arrive at training (chances of this are high), your training with them is technically an additional stress. It has the capacity to leave them in a worse state, both physically and emotionally. Yes, movement is one of the first things to help them move out of a stressed state, but it will pay to become more aware of the intensity of their emotional state and how long it's been around. Sometimes a lighter physical session using the rest breaks to help a client move forward with their emotional challenges will give next-level results.

At any given moment, we are under the influence of our chemistry: a concoction of hormones, blood sugar and moods that directly affect our energy levels, emotions, how we perform and our recovery from any training session. To successfully achieve a high-performing state and an effective recovery state, we need to begin to understand three key things that can influence it.

1. Movement: Motion creates e-motion. If you have been sitting around for too long, your blood flow decreases, as does your mood. If you're short on time, even a short burst of intense movement (as little as 10-20 seconds) can increase blood flow into the brain and release those feel-good hormones.

2. Self dialogue: We've all had clients who are a pleasure to work with, while others are a struggle. Notice what you are saying to yourself before each client. If it's negative, you're influencing your own emotions and chemistry in a negative way. Focus on what's good about them and give them the best hour of their day; in turn you'll be giving your own chemistry a break too!

3. Blood sugar levels: These act like a chemical blender in the brain. When blood sugar is unstable, the brain's chemistry and the way we feel becomes 'mixed up' and unstable. Meals that are too large or too small, taking too long between other meals/snacks and training for too long can all affect it, so it's important to get it right.



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Emotional intelligence is a key component to maintaining a healthy and balanced lifestyle, whatever level you are at. As you learn more it will benefit you on both a personal and professional level, making you a happier and more fulfilled individual and a more effective and valuable trainer. **FP**



NAM BALDWIN

Nam Baldwin is a peak performance coach and founding director of Equalize Training Company. He is an emotional and stress control and management specialist, the co-developer of internationally recognised Breath Enhancement Training (BET), mentor and motivational health coach. Over his career he has trained Olympic gold medallists and several world champions, including 2007, 2009 and 2013 World Surfing Champion Mick Fanning, who he continues to train today. Nam has assisted patients back to complete health when conventional medicine had failed and helped thousands of clients reach their ultimate fitness goals by educating them on how to live a healthier, happier, sustainable lifestyle.

For more information visit www.equalize.com.au

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A personal trainer named Allyssa recently came to see me. Her business was going well and she had some great ideas to engage her clients. However, she was exhausted, struggling to make a decent profit in her business and not really enjoying the clients she worked with.

She preferred to work with clientele who were extremely committed to their fitness rather than those who she felt were less motivated. Allyssa confided in me that if things didn't change, she would have to return to a full-time job. She felt it was all becoming too hard, too competitive and her work wasn't being valued anyway.

So, what's wrong? Is it Allyssa's pricing? Her motivation? Her sales skills, or the competition?

No, it's her positioning.

Positioning is what sets you apart from others in your field and the perception that a customer has about you and your business. If you aren't positioned effectively, then you become like toothpaste on a supermarket shelf: you look the same as everyone else, you end up competing, mainly on price, and it keeps cutting into your profits.

How do you create good positioning?

If you're a fitness provider, your positioning is what makes your business different.

The truth is *you* are what makes your business different. People buy you. People refer you.

If you're a personal trainer, there are plenty of other people out there who do what you do. Therefore, you need to stand out from the crowd — otherwise, you're boring, bland and basic, and the only differentiator is price.

Social media is a great way to position yourself against others in the industry. With the average person now spending more than two hours per day on social media, your social presence will help your clients, both current and future, fall in love with you.

Leveraging your social media profiles

There are five main ways to leverage your social media profiles in order to grow your business with positioning and flexibility.

1. Facebook: People buy from people. The easier you make it to access you as a person, rather than you behind a business name, the easier it will be for your clients to be attracted to you. You are what makes your service different in the market. Be sure to set up your personal business page so you can gain insights into what your market is looking at.

2. Blogs: What experiences have you had that could help your potential clients get to know you and your perspective? Blogs, articles for your feeds, video blogs on YouTube, newsletters, whitepapers and eBooks are all tools to get your message and positioning out there. Content is king; it is the growth hub of your business. Ideally, post something daily, whether that is workouts, nutrition tips or even just a two-minute education session about some aspect of fitness such as stretching or warming up.

3. Podcasts: Give verbal presentations and interviews to targeted groups. Invite people who may be able to refer clients to you. Being interviewed or creating your own podcasts helps position you as an expert in your field. Therefore, you're far less likely to compete on price, as you will be competing more on the value

you can bring to clients. Create recordings of your podcasts and send them to new and current clients as added value.

4. LinkedIn: If your current clients are corporate types in your area, chances are they will know others who they can refer you to. LinkedIn is a great way to do it at a professional level, as many professionals prefer not to connect on Facebook. Ensure your profile has video plugin, schedule of fees and programs and keywords on your location, so you turn up in search results and recommendations. Don't be afraid to ask for referrals.

5. Instagram: Take photos of your life, of the food you make and pictures of your workouts and lifestyle. Remember, as a fitness professional people are buying a lifestyle, not just a body, so you need to lead them in behavioural changes. It's not about being self-centred, it's about helping your audience understand the type of clientele you work with. If you want to work with corporate clients, then look corporate; if you want to work with women, have images of women on your pages.

By making some small and consistent changes you can create a profitable business, stand out from others in the marketplace, work with your dream clients and achieve fulfillment. **FP**



JANE
ANDERSON

Jane Anderson is a personal branding expert and works on positioning executives and solopreneurs. She designs marketing strategies that cut

through the noise so people get paid what they're worth. She is a fellow of the Australian Institute of Management, a Professional Certified Coach (ICF), professional speaker and mentor. Jane was nominated for the Telstra Business Women's Award in 2014 and is the author of *IMPACT: How to Build Your Personal Brand for the Connection Economy*.

Positioning
is what sets you
apart from others
in your field.





MOVE OVER 24/7 GYMS, 24/7 PTS ARE HERE

By Christopher Gregoriou

The latest solution to bridge the gap between convenience and results.

The evolution of the traditional gym has been somewhat uninspiring over the past decade. With the rise of 24/7 gyms, it would seem that large fitness conglomerates have shifted their focus from maximising client results to generating increased memberships. This 'open all hours' marketing tactic has contributed to the growth in low-cost access gyms, conditioning customers to value time and convenience over monitored and measured results.

Although owning a gym membership might justify that cheeky kebab on a Friday night out, the reality is clear when we look at the consistent growth in smaller service-based business models, such as CrossFit, yoga, Pilates and, of course, personal training. Clients are becoming increasingly aware that in order to achieve real and sustained results, they require a range of

personalised programs that are tailored to their specific health and fitness needs.

I have evolved Australia's first 24/7 premium mobile personal training service, MetroPro. By merging the concept of convenience with personalised programs, qualified trainers provide the supervision, nutritional support and mindset coaching clients require. Clients can achieve real results, anytime and anywhere.

Today's fitness trainer needs to have a greater range of skillsets and be able to competently provide an array of services to their clientele, including a network of specialised contacts in the health, fitness and medical fields. This is a critical element to providing a holistic service and experience to their clients.

With the evolution of technology, trainers now have very powerful client management, booking, invoicing and tracking services available. For less than \$50 per month, advanced online scheduling systems, such as MINDBODY, are available to streamline client services, allowing smaller operators to compete with bigger chains and provide 24/7 fitness support. Effective scheduling and tracking software is paramount to managing client expectations and business staffing requirements.

Unlike budget 24/7 gyms that provide a strictly physical experience for their customers, it is critical for small fitness studios to develop an understanding of their clients from the inside out. Prior to creating and commencing a personalised fitness program, either at the studio or the client's preferred location, trainers must establish the client's mental state of mind and their psychological approach to health and fitness. By recognising, discussing and resolving the barriers and concerns that prohibit goal achievement and physical success, you can provide exceptional results for your clients.

Today's trainers can bridge the gap between convenience and results and provide an effective 24/7 premium solution that really works. **FP**

MetroPro by MetroBody Fitness is Australia's first 24/7 premium mobile personal training service, providing clients up to 20km from the Melbourne CBD with personalised fitness programs, anytime and anywhere.

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CHRISTOPHER GREGORIOU

MetroPro founder Christopher Gregoriou is a certified instructor with the Federation of International Sports, Aerobics and Fitness (FISAF) and a Master Trainer with the Australian Institute of Personal Training. Chris' qualifications also extend to include a Certificate in Management, Diploma in Project Management and Diploma in Quality Management.

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BUILDING A FITNESS BUSINESS FROM THE GROUND UP

By Aaron Smith

KX Group founder and CEO Aaron Smith was like many others in the fitness industry, working the continuous grind of long days and weeks, until he decided he no longer wanted to be the one getting up before dawn. And you don't have to be that person either.

It's 4.30am and the alarm goes off — time to get up and tackle the day that lies ahead. The day begins like most days, training your amazing (and, let's be honest, some not-so-amazing) clients. It may be a cold, miserable day in winter and you're dreading getting up, or it may be a gorgeous morning and you jump out of bed and just can't wait to see the sunrise.

If you own a fitness business like me, the above just becomes the norm. Early mornings, late nights, training clients when it suits them and fitting around their busy schedules. It's all part of the fitness industry, and it's what you signed up for.

If you have started a lifestyle business just to earn some extra money, then that's great; this lifestyle will reward you with flexibility and the opportunity to work on your own terms. But if you want to grow your business so that one day you don't have to be the one getting up at 4.30am, then this is something I can help you with. It'll be hard work and on multiple occasions you will want to quit, but I believe it is all worth it in the end to achieve success.

I came across Dynamic Pilates while living in London and saw the excitement and growth that occurred in the three years I lived there. Already a personal trainer with an exercise science degree, I set out on a journey to find something different that I could bring back to Australia, and Dynamic Pilates or, as we now call it, High Performance Pilates was it.

I loved everything about it: the new Pilates method, the like-minded clients and the boutique studio atmosphere. It excited me and I naturally excelled; I knew I had found what I was looking for. Eventually, it was time to come home and show the people of Australia what this new style of Pilates was all about. And so in 2010, with \$20,000 of debt, I convinced my father to support my dreams, and soon after KX Pilates was born.

The relentless drive to get a new business up-and-running

The first year was an intense struggle. I was working 60-80 hours per week. I would teach up to 40 classes, take all bookings and answer all phones and emails as well as market the business to the local community. I'd be up at 4.30am and not home until 10pm, where I would then wash sweat towels so they were fresh for the next day's clients. It was an absolute grind. I was living with my parents, driving my dad's car and only paying myself \$200 per week. It wasn't much fun! But I could see the light at the end of the tunnel and persevered.

With no business background, I had to learn. I thought I was a great trainer, so the rest didn't really matter to me. I wanted to succeed so much that I knew I would, and I wouldn't settle for anything else. So, my journey began. I joined business groups, studied like-minded businesses, learnt about marketing, finance, PR, mentorship, negotiation and strategic brand alliance, as well as obtaining corporate sponsorships.

Five years on, I have now franchised the business, and we have 17 locations and more than 150 trainers across Melbourne and Sydney. We have also introduced four other fitness brands to the mix: KX Barre, KX Yoga, KX Cycle and KX International Retreats. So how did I do it? Through hard work, determination and a few tricks that helped me along the way.



Seven tips to make your fitness business a success

I have listed some ways to stay on track and reach your goals. It won't happen overnight and that's okay. Enjoy the journey, and remember, as a close friend once told me, "the harder you work, the luckier you will get".

1. Know your why: You need to be in touch with why you are doing what you are doing. My goal was to change the fitness industry for the better, create an amazing boutique brand and couple that with working alongside amazing individuals who share my passion. When the going gets tough, your why is what will get you through.

2. Build a following: "Care more about your customers than you do about the money you make from them and you will be successful." I was lucky enough to hear the late Jim Rohn speak and this really struck home for me. Love your clients. Bend over backwards for them and learn how to be personable with everyone. The hardest part is adapting your personality to make every customer who walks through your door warm to you, even on your off days. If you can master that, then building a following will just be the result of your hard work.

3. Build a brand: Invest in creating a strong brand. Understand a brand isn't a logo, but a feeling your clients get when they are in your business or talk/hear about your business. If you are your own brand, sharpen up and look the part! But if you want to grow your business and want people to take you seriously, invest in a qualified brand developer.

4. Focus on what you do best and employ people who can do things better:

Don't try to do everything. Learn what you are good at and focus on that. Then pay people who are better than you at other things. Yes, you will be doing most things at the start, but as soon as you build equity in your business, you need to start making changes. You may have to stay lean on your spending when these changes are made, but it will open you up to doing the important things that will excel your business to the next level.

5. Work on your business:

The hardest part of any fitness business is getting out of the daily grind. Tip: every time you go on a holiday, you should plan not to come back to that shift/client. Hire amazing people and put them on the right track in your business to allow them to excel and achieve greatness. Easier said than done, but when you find the person who you trust to take over your role, it will be the best thing you could do. Work on growth, strategic alliances and building a local community who love you and your business.

6. Plan for growth:

Just like an exercise regime, you need to plan for where you see your business going. In the first month of opening my first studio, I had already written down how many studios I wanted to open, how long that would take me and how I would go about doing it. Set goals and smaller milestones and set out to achieve them, and then work backwards to today. Life will get in the way and you will be thrown off course, but always remember what you set out to do.

7. Learn from people who have been there and done that:

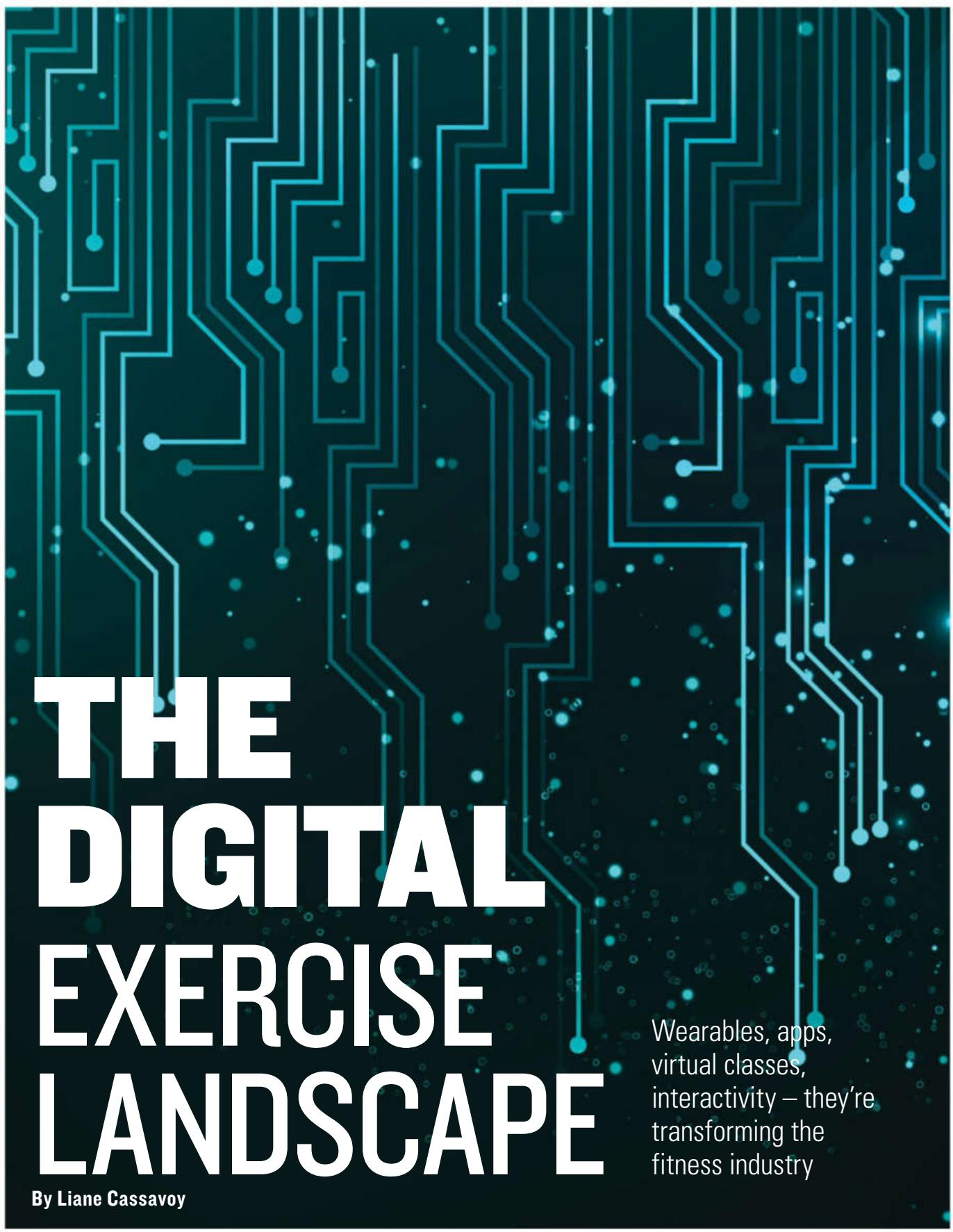
Mentorship is an amazing thing. Seek advice from as many people as you can and build your network. Take people out for coffee, lunch, dinner and pick their brains on how they have achieved success. Even in your friendship group, surround yourself with like-minded, successful people. Together, you will achieve greatness, not to mention you'll get the positive energy that so often you'll need. Join business groups and learn, then replicate it! It's also a good idea to get rid of all negative people who bring you down. Life is short and those people are just not worth the pain they bring. **FP**

"Understand a brand isn't a logo, but a feeling your clients get when they are in your business or talk/hear about your business."

**AARON SMITH**

Aaron Smith is the founder and CEO of Australia's first high-performance, boutique fitness company, KX Group. Acquiring a Bachelor of Science, majoring in exercise physiology, as well as qualifying as a personal trainer and advanced STOTT Pilates trainer, Aaron began KX Group with KX Pilates. Today the business includes KX International Retreats, KX Yoga, KX Cycle and KX Barre, and has 17 different locations across Victoria and Sydney. In 2014, Aaron was named an Entrepreneur of the Year finalist at the Australian Startup Awards and Owner Manager of the Year finalist (VIC) at the Australian Institute of Management Excellence Awards.

To find out more about the KX Group, visit www.kx.com.au



THE DIGITAL EXERCISE LANDSCAPE

Wearables, apps,
virtual classes,
interactivity – they're
transforming the
fitness industry

By Liane Cassavoy

TECHNOLOGY: it's changing the way we communicate. The way we work. The way we interact.

The way we consume entertainment. And, yes, it's even changing the way we exercise.

Given the proliferation of wearable activity-tracking devices, mobile apps, streaming videos, virtual classes, virtual personal training, and interactive equipment, exercise is becoming a cutting-edge, high-tech task.

And a lot of it is taking place outside of your club; that's not necessarily bad news for you, though.

The explosion of choices regarding how, when, and where one wants to exercise may make things easier, more convenient, and, hopefully, more rewarding for the public, but, at the same time, it poses one of the greatest challenges the health and fitness industry has ever faced.

Humphrey Cobbald, the CEO of Pure Gym, a rapidly growing UK-based chain, suggested that technological advances were "democratising fitness" during the European Health and Fitness Forum (EHFF), held at FIBO, in Cologne, Germany. Club operators, he contends, confront painful decisions.

Threat or opportunity

The multitude of ways to learn about and practice regular exercise, sound nutrition, and other healthy lifestyle behaviours is expanding exponentially, but, at the moment, the focus, the spotlight, is on wearable fitness devices (wearables) and personal mobile devices, including smartphones, and apps.

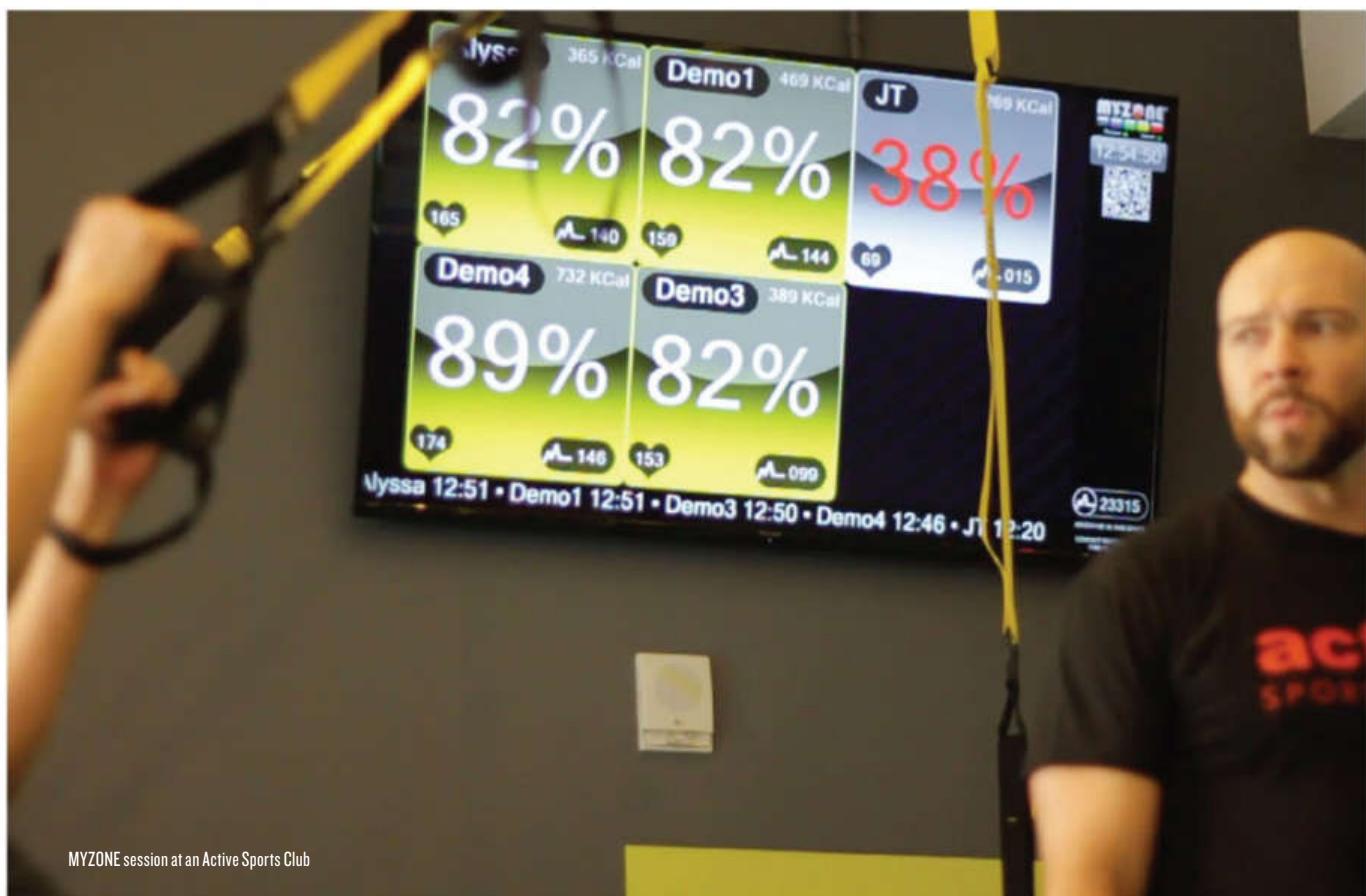
Wearables – the Fitbits and Jawbones of the world – have become incredibly popular. Spending on these devices topped \$700 million in 2014, and it's estimated that one out of every five Americans is now utilising this technology to some extent.

Those numbers, while impressive, can't hold a candle to the number of people now using smartphones. As of April, 64 per cent of American adults – nearly two-thirds of the population – now own a smartphone, according to the Pew Research Center, a nonpartisan fact tank that conducts polling and research. And the numbers are even higher among younger adults.

Similarly, untold thousands are now accessing streaming exercise-related videos, whether through subscription services such as Daily Burn, or for free on sites like YouTube.

If fitness trackers and smartphones are everywhere, dispensing health and fitness expertise of every sort, do they constitute a threat to your club? They might – if you can't figure out how to make them an integral part of your business.

Mike Rucker, the vice president of technology for Active Sports Clubs, the San Francisco-based chain, acknowledges



MYZONE session at an Active Sports Club



Greg Skloot



Robert Creech



Mike Rucker



Mike Alpert

“Anything that makes people more aware of fitness is good for all of us.”

that, yes, there was a time when his company considered wearables a form of competition. However, after doing member surveys and conducting a pilot study, they concluded that these devices were not eroding the club market. They were being used either by people as a complement to their health club experience, or, conversely, by individuals who, for a variety of reasons, would never join a bricks-and-mortar fitness facility.

That's why, today, many industry operators are beginning to view all this new technology not as a threat, but, rather, as an opportunity.

“Anything that makes people more aware of fitness is good for all of us,” suggests Robert Creech, the president of the Desoto Athletic Club (DAC), with facilities in Southaven, Mississippi, and Collierville, Tennessee.

“If someone isn't a member, and hasn't been in a club, but sees the marketing messages for wearables – that might be their first step toward giving exercise a try. And, once they get moving, they might want something more, so maybe, then, they'd join a club.

“For a lot of people, wearables are a first step.”

Mobile a ‘must’

The fact that technology isn't going to ‘eat’ your business, and may, in fact, bring a few prospects to your door, doesn't mean that you can just twiddle your fingers, and wait to see what happens. Your members are also among those people utilising wearables and smartphones outside the club, and, chances are, they expect to use them inside, too.

Your job is to make sure that they can do that – easily, seamlessly, and productively.

“Thinking about mobile is no longer optional,” says Bryan O'Rourke, the president of the Fitness Industry Technology Council. “It's a must for any club that wants to compete in 2015.”

That means, at the very least, making sure that members can use their mobile devices to obtain club information and view class schedules. Ideally, they should also be able to use their smartphone or tablet to check in, book classes, make purchases, and track workouts via a branded mobile app, such as the ones developed for clubs by Virtuagym,

CSI Software, and other IHRSA associate member companies.

“Mobile is the best way for a member to engage with their club 24 hours a day,” attests Greg Skloot, the vice president of growth for Netpulse, another leading provider of branded mobile club apps. “That's really exciting. It gives clubs unprecedented access to their members.”

Branded apps, he explains, can engage members, drive revenue, and complete the club experience, allowing users to, among other things, check in; purchase deals advertised via push notifications; join club-wide competitions; and track workouts through integration with third-party trackers and apps, such as Fitbit, Nike+, RunKeeper, and MyFitnessPal.

MYZONE, which positions itself as a “wearable technology partner”, notes that, employed strategically, the technology can help enhance personal training providing trainers with access to member data, drive small-group training by quantifying calorie burn for participants, and engage and retain members with leaderboards and status rankings.

Data-driven workouts

The popularity of wearable devices has demonstrated that people are hungry for data, but, notes O'Rourke, today's consumer-level wearables are still very much in their infancy; typically, they just count steps. But, as Apple's new watch Sport, which became available in April, makes clear, endless improvements are in the pipeline. With an onboard heart-rate monitor and accelerometer, the Watch can track fitness activity, including workout intensity and calories burned. By tapping into Apple's Activity and Workout apps, it also can set goals, monitor real-time stats, provide encouraging messages, and generate workout summaries.

MYZONE's line of wearable fitness monitors, which makes use of heart-rate monitoring belts, provides serious accuracy and opens the door to a variety of options. That's why many clubs – including the Active Sports Clubs, DAC, and The Claremont Club, in Claremont, California, are selling the devices and using them to keep members motivated.

"The feedback that users receive on their heart rate and their effort point keeps them motivated. It's been a great way to engage our members," says Mike Alpert, the president and CEO of The Claremont Club. "Our members can use them to track workouts and competitions outside the facility, but the data is synced only when they return to the club – that makes these devices a great tool for us."

DAC also sells the Exerspy devices to its members. These armband wearables were made popular by the television show *The Biggest Loser*; they track workouts, calculating calories burnt, and allowing users to input calories consumed. They've proven useful for members looking for a more complete weight management system, notes Creech.

"If you just deliver data for data's sake, you're really not helping your members", Rucker says. "You need to provide technology and data that augment the member's experience – not simply because the data can do cool things."

Evaluating endless options

When weighing the value of new technology, Active Sports Clubs insists that it make life easier – not harder – for members. That's one of the reasons that, for the moment, it's holding off on vesting fully in networked cardio equipment. "We're keeping an eye on it, but we haven't yet jumped in with both feet," explains Rucker. "Exercise and behaviour change are already hard, so the last thing you want to do is add another barrier. If someone has to stop and think, 'Why am I doing this? How does this work?' then you're adding barriers."

And eliminating barriers is one of the principal payoffs of technology well-used.

DAC hopes to do just that by introducing virtual classes this year. After inquiries and requests from members, and after seeing some of them working out while viewing exercise on an iPad propped against a wall, Creech realised that he had to provide a more flexible schedule. "For some of our members, our class schedule seemed like a square peg in a round hole; they just couldn't make it to the live classes we offer." Virtual classes increase members' choices, and also appeal to individuals intimidated by live instructors.

Recently, Equinox, the Manhattan-based chain, did something similar. The company is now offering virtual access to its personal trainers through a partnership with LIFT Digital, of Seattle, Washington, which maintains a platform for live video-based training. The program, which allows members to work with club trainers via an iPad app, was piloted at one Equinox location last year, and is now being rolled out to additional facilities in New York City, Boston, Dallas, and Greenwich, Connecticut.

"The benefit to Equinox members is that, through a LIFT session, they'll have limitless access to their coach, leading to more consistency and improved results," David Harris, the chain's vice president of personal training, explained in a statement announcing the partnership. "The benefit to Equinox coaches is similar; their relationship with clients will deepen, and their results will improve. Being able to continue coaching clients regardless of their location, and having the ability to expand our training services beyond our walls, is very powerful."

As Harris suggests, technology, if evaluated carefully and applied wisely, doesn't keep people out of clubs. It takes clubs out into the world. **FP**



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'HIGH-TOUCH' MEETS 'HIGH-TECH'

By Brad Spiegel

THESE CLUBS ARE UTILISING TECHNOLOGY

Joe Cirulli is determined to cultivate a sense of “home” at his three fitness facilities in Gainesville, Florida. Reflecting on why that might be, he recalls how, when growing up in upstate New York, he caddied at a nearby country club, an experience that produced a lasting impression. Years later, when he was 21 and planning a facility of his own, he decided that he wanted it to emulate the atmosphere of an upscale, but affordable, country club – warm, inviting, a place where staff and members entered into enjoyable, rewarding relationships.

Today, his vision has become reality in the form of the Gainesville Health and Fitness Centers (GHFC), founded in 1978, which now consist of three high-end, multipurpose properties totalling 11,000 square metres: the main, 8500-square-metre club, a satellite location, and a women’s-only facility.

Many club operators understand the importance of making prospects and members feel welcome and comfortable, and make every effort to do so. Their instincts and initiatives are supported by IHRSA research: according to *The IHRSA Trend Report*, two of the primary reasons that people join and make use of clubs are for “the social aspects” and because “my family and friends work out” at one.

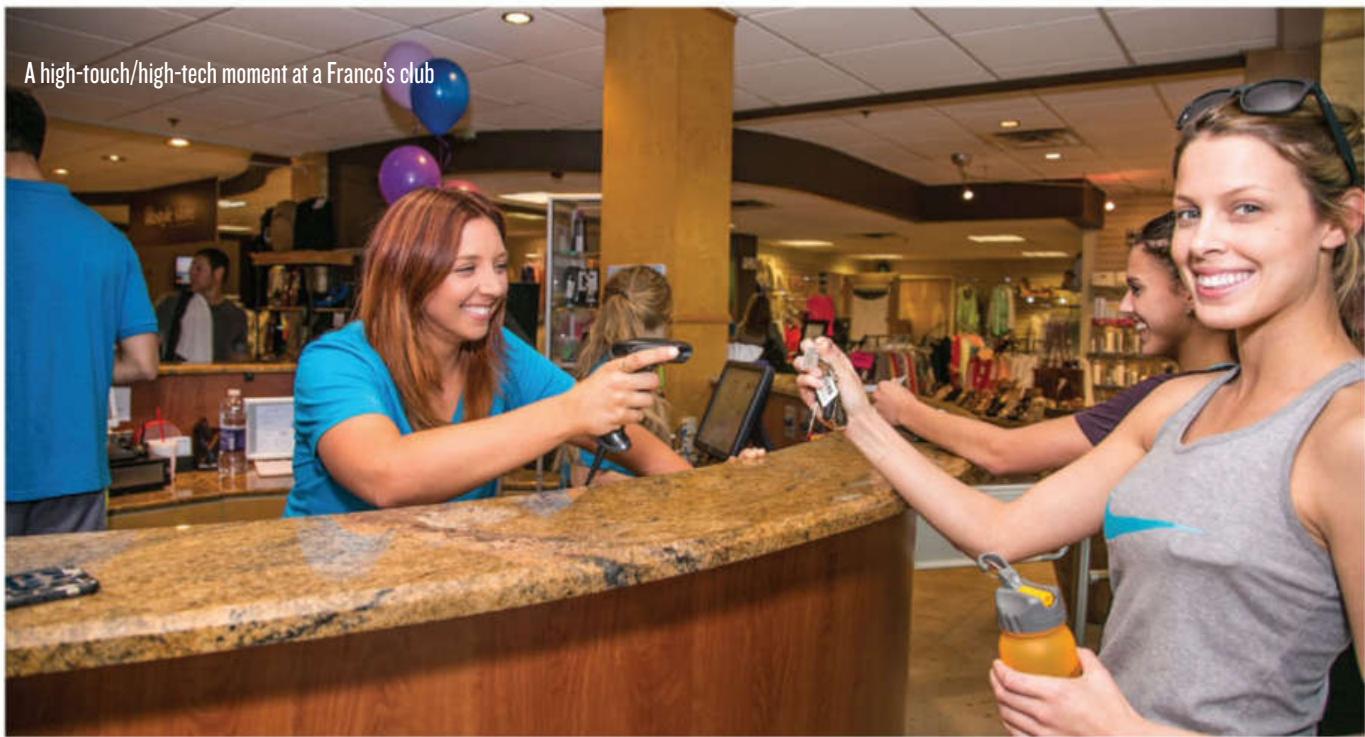
“Joe has always said that he wants his clubs to have the relaxed,

front-porch feel of a home in the 1950s and ’60s,” says Debbie Lee, the company’s marketing director. “It’s his vision of what he wants the business to be; it’s woven into our beginnings, our culture.”

Cirulli has obviously made Lee feel “at home”; she’s been with GHFC for 31 of its 37 years.

But, today – given hundreds, if not thousands, of clients, increasingly fast-paced lifestyles, evaporating attention spans and so on – engaging members efficiently and effectively takes more than good intentions and a warm smile. ‘High-touch’





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remains incredibly important. But now, in the second decade of the 21st century, it takes “high-tech” to make engagement possible.

Southern-style hospitality

The American South is nearly synonymous with hospitality, and, like Cirulli, other southern club operators, such as David Creech and the husband-and-wife team of Ron and Sandy Franco, know how to deliver and capitalise on it.

Creech is the owner of the DeSoto Athletic Clubs, in Southaven, Mississippi, and Collierville, Tennessee, which together serve some 7000 members. The facilities average approximately 4000 square metres in size and, among their many amenities, offer tennis and racquetball courts, indoor and outdoor pools, a running track, tanning, a smoothie bar, and a nursery.

When members of the public meet him, “They say, ‘Oh, that’s the club where they say hello when you come in and good-bye when you leave,’” notes Creech. “Being welcoming is something we’ve instilled in our staff since day one.”

And like so many other operators, he’s discovered that technology – in ways both minor and major – can be invaluable. Creech, for instance, is a fan of ABC Financial’s DataTrac club



management software. When you’ve got 7000 customers, you need all the help you can get.

When a member comes to the front desk, their name will pop up in the check-in function, allowing the front-desk staffer to greet the person by name. ➤

"One of my favourite bells and whistles is the alert we get when a member has a birthday," Creech says. "I love seeing the person's reaction when we congratulate them."

He's convinced that the friendly, tech-assisted atmosphere differentiates DeSoto from other clubs down the street or across town. "I tell the staff that a two-kilo dumbbell weighs the same here as it does at a competitor's club," he says.

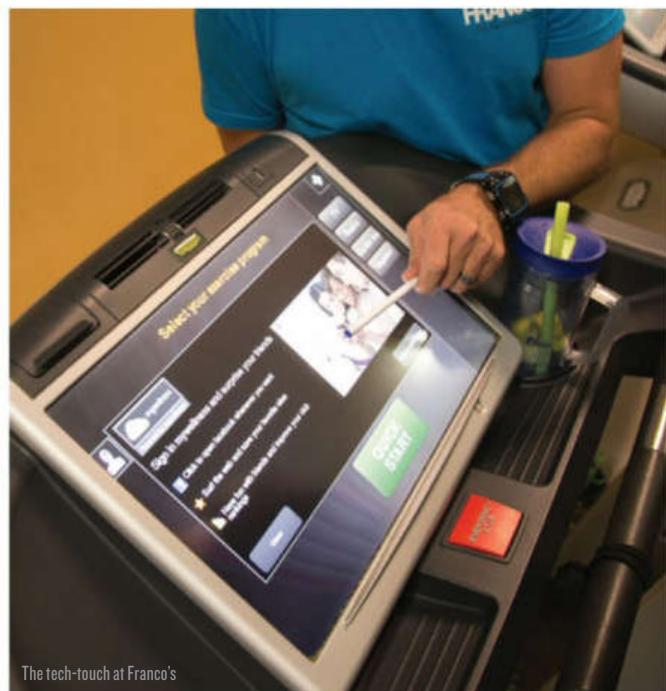
"The difference is our people and what they do for our members."

Tech that 'touches' members

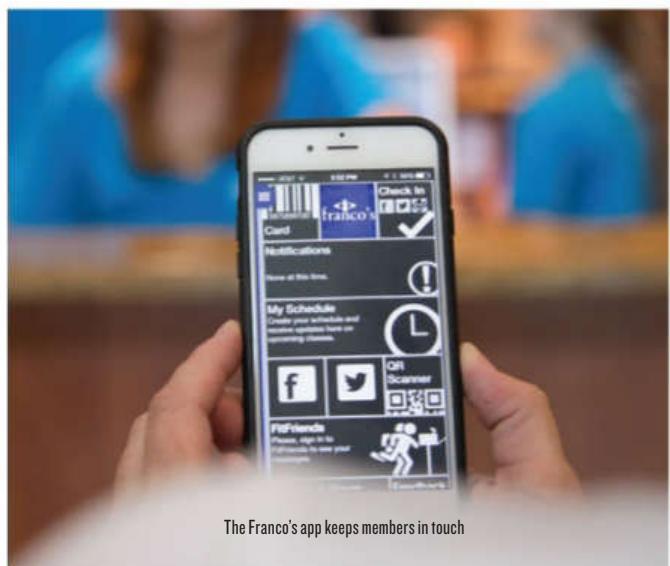
The Francos, who are well-known in the industry for their strong community commitment and involvement, go to great lengths to get to know and engage their clients. They have three clubs – Franco's Athletic Club and CrossFit Franco's, in Mandeville, Louisiana, and Franco's on Magazine, a high-end fitness studio in nearby New Orleans – that, totalling more than 26,000 square metres, serve some 16,000 members.

They employ a variety of tools not only to augment personal interactions, but also to enhance the member experience. Two decades ago, they created a website to gather information on their clientele – their interests, hobbies, likes and dislikes, preferred workout times, and even their favourite workout clothes and shoes.

Sandy Franco acknowledges that the process was time-consuming, but, she points out, it laid the foundation for the business that Franco's is doing today. Its club management program, provided by CSI Software, alerts staff, during check-in, with pop-ups about birthdays, the names of



The tech-touch at Franco's



The Franco's app keeps members in touch

family members, exercise habits and more, often sparking conversation with members. Staff can also use it to track club visits, programs and activities participated in, as well as the services, food, beverage, and retail product and apparel purchases made.

"Members are so amazed and impressed that we know and remember them," Franco says.

Believing that member engagement doesn't end when a client walks out of the club, the Francos also send out birthday, wedding, get-well and condolence cards, and a club representative often shows up at an event involving a member – be it a fundraiser, social gathering, or community get-together.

"People don't forget that we do this; it means more to them than you can possibly imagine," adds Franco. "It tells them that they matter to us and, by doing so, creates an incredible sense of loyalty. It's our philosophy and how we work."

Still, the Francos are conscious of striking an appropriate balance between high-tech and high-touch. "Times have changed, and now everyone understands how crucial tracking customer information is to any business. But, as awesome and advanced as the technology is, nothing will replace or have a greater impact on our members' experience than face-to-face interaction."

Social media, of course, is another powerful way to extend engagement beyond a club's walls. Facebook, Twitter, Instagram, and countless other platforms allow staff to post class photos, share exercise videos, or recount the highlights of a recent social event – simply, inexpensively, and effectively. The correspondence helps members feel connected when they're away from the club, comfortable in the knowledge that they're part of a supportive and steadfast community.

TIMES HAVE CHANGED, AND NOW EVERYONE UNDERSTANDS HOW CRUCIAL TRACKING CUSTOMER INFORMATION IS TO ANY BUSINESS. BUT, AS AWESOME AND ADVANCED AS THE TECHNOLOGY IS, NOTHING WILL REPLACE OR HAVE A GREATER IMPACT ON OUR MEMBERS' EXPERIENCE THAN FACE-TO-FACE INTERACTION.

Sandy Franco



Franco's has several groups on its Facebook page for different departments to encourage participation in, among other things, its spa, tennis offerings, and Lose Dat Team Weight Loss Program.

At GHFC, director of communications John Carmean has made social media involvement a corporate priority. Nearly every department participates, either with tweets, Facebook posts, or website content. A trainer may post a video of an exercise they'll be teaching, a nutritionist may blog about healthy meals, or a department head may weigh in on healthy lifestyles. Plenty of well-informed content piques the interest of members, observes Cirulli.

"We recognise the value of putting our name in front of people," he says. "It constantly reminds them that they're a valued member."

Tech that 'touches' clubs

The theory of member engagement is one thing. The practice, another. And determining whether, and how well, theory and practice are working – yet another.

Again, the touch of technology can provide useful insights and assistance.

Cirulli employs two basic systems: Medallia, a customer experience management software that allows users to acquire feedback, either positive or negative, and analyse it in real time; and the Net Promoter Score (NPS), a program provided by The Retention People, a major research firm, that allows clubs to accurately measure customer satisfaction.

"Medallia is the measurement tool we use to make sure we're reaching the customer," explains general manager Shawn Stewart. "With all of the interacting and engaging we do, it's the only way to see if we're being successful."

"We get reports every day, and if there's a problem, we're on the phone with members," Cirulli says. "It lets us know if we need to communicate better or in a different way."

The NPS survey, the soul of simplicity, asks members a single question: how likely are you to recommend your club to a

friend? Respondents provide a rating from 0 (least likely) to 10 (most likely). The scores are then divided into three categories: detractors (0-6), passives (7-8), and promoters (9-10). The final calculation compares the number of promoters to detractors – a score of 96, for instance, would mean that for every 100 members, a club has 96 more promoters than detractors – but generally ignores the passives.

GHFC, however, carefully evaluates its own results and contacts respondents in all three categories: promoters, to engage them even more with special offers, events and so on; passives, to discover why they're not promoters; and detractors, to find out what's wrong.

"It's relatively easy to work with the promoters, who say great things about the club, and to deal with the detractors, identify their concerns, and then address them," observes Stewart. "Since we started contacting our detractors, we've seen a dramatic reduction in their numbers. It's the passives that we have to work with harder – they're neutral, so it can be hard to ascertain why they're not promoters."

Franco's, for its part, makes use of Listen360, a cloud-based software platform to help pinpoint its NPS. "It allows us to track the comments of members and respond to their concerns virtually immediately," says Jen Thompson, the company's human resources director. "We also can link Listen360 with our Constant Contact marketing program, and send a member any special or incentive we'd like them to have."

So, do you go down the path of high-tech or high-touch? Well, in the case of clubs, these two things seem to be the same thing after all. **FP**



John Carmean

Supplement to
Club Business International



THE IHRSA **GLOBAL REPORT** 2015

**THE STATE OF THE
HEALTH CLUB INDUSTRY**





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A YEAR OF NOTABLE GROWTH FOR MATURING HEALTH CLUB INDUSTRY

It has been another eventful year for the health and fitness industry. Let's take a closer look at some of the more newsworthy developments.

United States and Canada

"The US economy has clearly recovered from the recession, and is reminding many of the business levels we saw in 2007," said Rick Caro, president of Management Vision, a leading consulting firm specialising in the club industry.

Figures released by IHRSA in 2015 confirmed the increasingly important role that clubs play in helping people to remain active and well.

"For the second consecutive year, total US health club visits surpassed five billion, an impressive mark for the industry," said Joe Moore, IHRSA's president and CEO. "By another measure, members frequented their health clubs for an all-time high of 103 visits, on average, in 2014. These numbers demonstrate the important role health clubs play in helping more and more Americans improve their overall health and wellbeing."

Observers have recently begun to refer to the industry as a "mature" one.

"I think we're experiencing the typical life cycle of most products," explained Robert Brewster, the president of The Alaska Club, an Anchorage-based chain, and chairperson of IHRSA's board of directors. "In the second half of the last century, we saw the growth of the health club



Robert Brewster



Rick Caro (right) moderates the Financial Panel at IHRSA 2015

concept. The industry segued into a growth phase and, now, it's largely matured."

The implications? "The current phase is a very competitive one, characterised by increasing competition, new product extensions, and increasing pressure on growth," Brewster said.

The generally positive, if rapidly morphing, market in the USA was characterised by some large, high-profile mergers and acquisitions.

In 2013, Curves International purchased the Jenny Craig weight-loss brand, which gave it more than 600 owned and franchise centres in the USA, Canada, Puerto Rico, France, Australia and New Zealand, as well as a product portfolio of more than 80 Jenny Cuisine menu items. Earlier, Curves itself had been acquired by North Castle partners, the Greenwich, Connecticut-based, private equity firm.



Frank Napolitano (left)
and Mark Smith

24 Hour Fitness, based in San Ramon, California, one of the largest club companies in the USA, changed hands, and Forstmann Little & Co, a private equity firm based in New York City, sold the chain to AEA Investors, also of New York City. Mark Smith, the former chairman of Town Sports International, joined 24 Hour Fitness as its new CEO, and Frank Napolitano, who worked with Smith at Town Sports, joined as president. One of the new team's first actions was to acquire 32 facilities from Bally Total Fitness.

The sale left Bally, once the world's largest operator of fitness centres, with just five remaining facilities. 24 Hour Fitness now owns and operates some 400 clubs in 18 US states, serving more than four million members.

"We've made two major moves since coming on board with the company – filling the senior management ranks with talented and experienced industry executives and accomplishing our first acquisition to grow the company," Smith said.

"That's quite significant given that this has all occurred in a matter of months since our arrival."

The year was also a very "active" one for Bill McBride. The former president of Club One, the San Francisco-based company, teamed up with Jill Kinney, the co-founder of the

firm, to launch a new club brand – Active Sports Clubs. Working with other industry veterans and a group of investors, they acquired all of the assets of Club One, and now own and operate 10 clubs in the San Francisco Bay area, and manage more than 45 corporate, community, and hospital-based fitness centres throughout the country.

Another high-powered team, brothers Kirk and John Galiani, the co-CEOs of US Fitness Holdings, LLC (USFH), based in McLean,

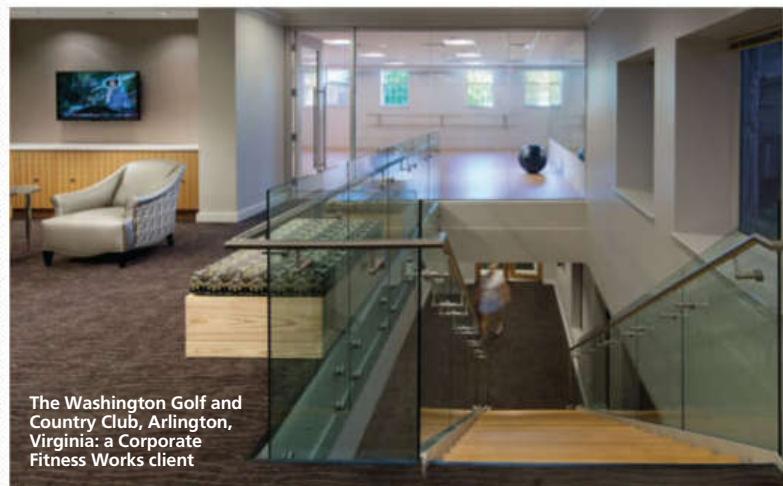


Bill McBride

Virginia, snapped up Sport & Health, a prestigious, 23-facility chain with a major presence in the Washington, DC, metro market. USFH's other holdings include five Crunch locations, and nine large, multipurpose Onelife Fitness facilities (plus three under construction), in Virginia and metro DC. Earlier in their careers, the Galianis purchased, developed, and, subsequently, sold Gold's Gym International, the Dallas-based fitness franchise. In 2011, they partnered with New Evolution Ventures, the California-based, private equity firm founded by Mark Mastrov, to create USFH.

"Having multiple brands – similar to Marriott – is a good thing, and what our platform rests upon," explained Kirk Galiani. "Our three different brands occupy three distinct positions within the industry."

Also prominent in the mergers and acquisitions arena was a unique transaction involving two women-owned businesses. Corporate Fitness Works (CFW), based in St. Petersburg, Florida, acquired L&T Health and Fitness (L&T), which has its headquarters in Falls Church, Virginia. Both are leading providers of management and consulting services in the corporate health and fitness market. In 2013, CFW had \$5.4 million in revenues and more than 200 employees; L&T had nearly \$10 million in revenues and 372 employees. The acquisition nearly tripled CFW's size, and gave it a solid presence in 19 US states and the District of Columbia.



The Washington Golf and Country Club, Arlington, Virginia: a Corporate Fitness Works client

Other smaller changes in ownership involved the purchase, by Equinox, based in New York City, of five Sports Club/LA properties from Millennium Partners Sports Club Management, of Boston, for a reported \$110 million, and the York Capital Management purchase of The Bay Club Company, a San Francisco-based chain with 11 locations, from an affiliate of the investment firm KSL Capital Partners, LLC.

In March 2015, Life Time Fitness (LTF), the Chanhassen, Minnesota-based chain, announced that the business was being sold to two private equity firms for more than \$US2.8 billion in a deal that, when debt is included, would be valued at more than \$US4 billion. ➤

The principal new owners are Leonard Green & Partners, of Los Angeles, and TPG Capital, of Fort Worth.

The transaction transforms LTF into a privately held firm.

Also participating are LNK Partners, LLC, of White Plains, New York, and Bahram Akradi, the president and CEO of LTF, who founded the company in 1992. Akradi will continue in his current role.

"Following a comprehensive review by Life Time's board of directors of strategic alternatives to enhance shareholder value, we're pleased to have reached this agreement, which provides our shareholders with immediate and substantial cash value, representing a significant premium on our unaffected share price," Akradi said.

LTF currently operates 114 large multipurpose sports and fitness facilities throughout the US and Canada. For 2014, it reported revenues of \$1.29 billion, up 7 per cent over 2013.

Meanwhile, Town Sports International (TSI), based in New York City, has reported that it's now working with Deutsche Bank Securities "to evaluate strategic alternatives, including a possible sale and move to become private". The principal shareholders in the company are the investment firms of HG Vora Capital Management, PW Partners Atlas Funds, and Fallon Capital Management, which, collectively, own approximately 42 per cent of TSI's common stock.

TSI currently operates 158 fitness facilities in the Boston, New York, Philadelphia, and Washington, DC, markets, and three clubs in Switzerland, which, collectively, serve some 484,000 members. In 2014 it had revenues of \$US454.8 million, down 3.5 per cent from 2013.

Planet Fitness, which is headquartered in Newington, New Hampshire, opened 171 locations in 2014, and today has more than 900 sites in the US (across 47 states), Puerto Rico and Canada.

"One of the things Planet Fitness has done well over the years, and continues to do well, is to plan for and achieve thoughtful, deliberate growth," said Brian Belmont, the company's EVP of franchise operations and development. "We now have locations in every major USA market, and 94 per cent of our growth has come from existing owners."

Anytime Fitness, based in Hastings, Minnesota, is the No. 1 fitness franchise on *Entrepreneur* magazine's 2014 Franchise

500 list, which was published in the January 2015 issue. It ranked No. 2 on the overall list, placing higher than several franchise giants, including Subway, Jiffy Lube, Hampton Hotels, and McDonald's.

According to *Entrepreneur*, the most important factors for inclusion on its Franchise 500 list are financial strength and stability, growth rate, and size of the system.

Brian Belmont



"With a 51 per cent increase over the previous year's growth, franchises continue to drive the economy forward and remain excellent choices for those looking to exercise their entrepreneurial spirit," said Amy Cosper, the vice president and editor-in-chief of *Entrepreneur*. "Unit numbers from the Franchise 500 are up, providing ample opportunity for individuals to explore options with the best franchise opportunities in the world, such as Anytime Fitness."

The company's rise comes as the result of a period of remarkable growth. Anytime Fitness has opened at least 250 new units during each of the past six years, and now has more than 2300 clubs, located in 16 countries on five continents, that serve nearly two million members.

In March, more than 13,000 fitness industry leaders and professionals gathered in Los Angeles, California, to recognise the successes of a thriving industry, showcase the newest and most innovative equipment, programs, and technology, and reinforce the industry's commitment to increase physical activity levels across the globe. The high-energy IHRSA 2015 event brought thousands of health club operators, suppliers, and fitness industry professionals together from a record 84 countries.

For the tenth consecutive year, IHRSA hosted the BASH for Augie's Quest, an aggressive cure-driven ALS research initiative established by fitness industry pioneer Augie Nieto, who has been fighting ALS (amyotrophic lateral sclerosis, or Lou Gehrig's disease) since 2005. The 2015 BASH exceeded expectations by raising over \$1.8 million. Since 2007, Augie's Quest has raised over \$44 million in support of finding effective ALS treatments.

"I am so grateful to my friends in the fitness industry for embracing this event every year and helping us fund this important research," Nieto said. "Ten years ago, at the first BASH, I didn't think I would see this day. Now I'm here watching my former peers stand by me for the tenth year in a row. It's unbelievable."

In 2014, IHRSA was recognised by ASAE – an association that supports and represents associations – with its 'Power of A' Gold Award for its role as facilitator in bringing the fitness industry together to support Augie's Quest.

Ribbon-cutting to open the 2014 IHRSA/Mercado Fitness Mexico City Conference & Trade Show



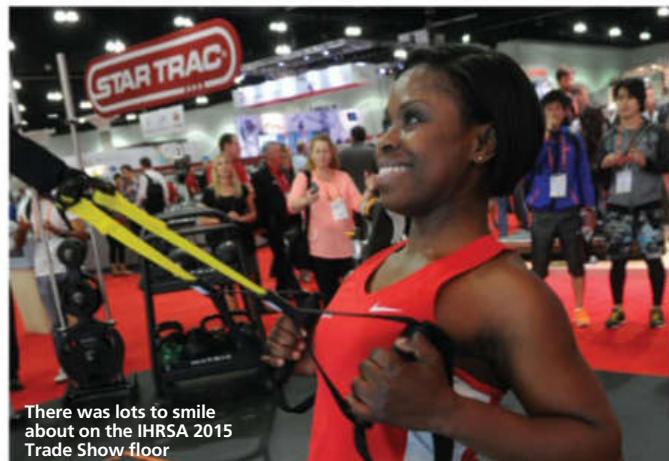
Also, during the convention, IHRSA welcomed Larry Connor, Missy Moss, Raymond O'Connor and Jim Worthington as newly elected members of the IHRSA Board of Directors. The board-elect will serve a four-year term from 1 July 2015 to 30 June 2019. Molly Kemmer was announced as the incoming IHRSA board chairperson, also effective 1 July. Kemmer is the regional manager for MediFit Corporate Services/EXOS in Littleton, Colorado.

Latin America and South America

The health club industry was as vibrant and busy south of the Rio Grande as it was above. Although each country had to deal with its own unique challenges – often related to issues such as inflation, import duties, high levels of taxation, government regulation, and so on – each, it was clear, also offered a distinct upside.

Low levels of penetration and large populations that are gradually learning about the importance of healthy lifestyles provide a rich, largely untapped opportunity. Mexico offers a case in point: the country has a population of 123.3 million people, and although it has some 7826 clubs, serving 2.7 million people and generating \$US1.5 billion in annual revenues, it has a penetration rate of just 2.2 per cent.

Analysts have also pointed out that Mexico's current



There was lots to smile about on the IHRSA 2015 Trade Show floor

economic growth rate exceeds that of Canada, Brazil, and India.

"My country sits at the dawn of what promises to be a period of faster growth, and this, in and of itself, offers great possibilities for our business," noted Marcos Alcocer, the president of Organización Britania, a Mexico City-based chain. "A more attractive opportunity arises from the fact that Mexico, as well as most of Latin America, has one of the lowest market penetration rates for our industry in the world."

Organización Britania operates some 49 facilities, under three brand names, in Mexico, Central America, and Peru.

Last year, Mexico served as the stage for one of the most exciting events of the year – the launch of the first-ever IHRSA/Mercado Fitness Mexico City Conference & Trade Show.

The inaugural offering was an unqualified success, attracting more than 3000 entrepreneurs and fitness professionals from throughout Mexico, the Caribbean, and Central America, guaranteeing an even more impressive sequel in 2015. Among the highlights was a lecture by Sir Richard Branson, the founder of the Virgin Group, which encompasses more than 400 companies, including the club chain Virgin Active.

"For years, club operators and industry suppliers have been asking us to do an event in Mexico," said Jacqueline Antunes, IHRSA's senior manager for Latin America. "This event will facilitate, and serve as a catalyst for, future growth."

The conference also marked the formal launch of the Mexican Association of Sports & Fitness Clubs. More than 20 owners and managers signed an agreement committing themselves to the creation of such an organisation.

"We have the opportunity to accelerate the growth of the industry, but we can't succeed without the cooperation of the guild as a whole," said Rodrigo Chávez, the director of Anytime Fitness in Mexico and a promoter of the association. "The point of banding together isn't to share competitive strategies, but, rather, to discuss the best ways to get more Mexicans exercising, and to work with local and federal governments to obtain funds to certify coaches and conduct outreach programs." ▶

Earlier in the year, another major gathering, the 10th Annual Mercado Fitness Conference & Trade Show, served in a similar role for South America. Held in Buenos Aires, Argentina, it played host to nearly 4000 people from Argentina and neighbouring countries, providing them with a rich educational experience and the chance to check out the products and services of 60 leading industry suppliers.

Premier, a Bolivian club chain, recently opened its sixth facility under the Megatlon brand in the city of Santa Cruz de la Sierra. Last month, the company, headed by businessman Ricardo Issa, had opened another Megatlon unit, of the same size and similarly appointed, in the city of La Paz. Issa opened his first fitness facility in 1999, and today has 13 clubs under three different brands: Megatlon (six), Premier (five), and SmartFit (two). The company serves a total of 7000 members, who pay an average of \$US40 in monthly dues.

Nicolás Loaiza and Gigliola Aycardi, the founders of Bodytech, a Colombian club chain, have received the “Entrepreneur of the Year” award for Colombia from Ernst &

“FOR A VARIETY OF REASONS, BRAZIL IS NOW THE PLACE FOR THE INDUSTRY TO WATCH.”

Young, a London-based consultancy. The honour recognises their business achievements and, in particular, Bodytech’s successful expansion into Peru and Chile. Founded in 1998, Bodytech now has 129 units serving some 250,000 members in three countries.

Loaiza and Aycardi will represent Colombia at the “World Entrepreneur of the Year” gala, which will be held in Monaco in June next year, where 60 entrepreneurs from around the world will be acknowledged.

Unique Fitness, a Brazilian club chain, has announced that its expansion plan for 2015 and 2016 calls for the opening of four new clubs, while Runner, a club chain based in São Paulo, intends to utilise its licensing model to open 10-12 new clubs this year.

“The next two years will be important in terms of positioning the brand, nationally, among clubs offering premium services,” Runner founder Diogo Salim said.

The Bio Ritmo/Smart Fit club group plans to open 75 clubs in Brazil, Mexico, and Chile this year alone, according to its CEO, Edgard Corona. The company plans to reach one million members by 2016.

Rio de Janeiro-based Bodytech plans to expand its market presence, with 156 company-owned clubs and 85 franchises expected by 2019, at which point it should reach 316,000 members and \$362 million in annual revenues, according to CEO Luiz Urquiza. The company now operates 82 units in 15 states (a 36 per cent increase from 2010 to 2014), has 132,000 members, and reported sales for 2014 of \$170 million.

For a variety of reasons – including its huge economy, the vast population, the low level of market penetration (3.83 per cent), and a growing interest in fitness – Brazil is now the place for the industry to watch.

The first months of 2015 witnessed the introduction of a series of economic measures that may pose a challenge. In order to harness inflation and reduce public debt, higher taxes have been imposed, interest rates have risen, and labour laws have been changed. However, despite these potential obstacles, many believe that the Brazilian industry’s momentum is likely to continue.

Gustavo Borges – an Olympic swimming medalist, the owner of Academia Gustavo Borges, in São Paulo, and a member of IHRSA’s board of directors – cites clubs’ ability to address the needs of individual customers as one of the strengths of the Brazilian industry. “The companies, whether they’re small studios or large chains, that look closely at certain groups within their membership are going to grow,” he said.

Fitness Brasil president Waldyr Soares concedes that it will be nearly impossible for the fitness arena to go completely unscathed by the current economic turmoil. However, he, like others, believes that the fitness segment tends to be more resilient than others. “Fitness businesses have customers with purchasing power who aren’t willing to give up the healthy habits they’ve acquired over the years,” he said. “For them, physical activity has become a priority.”

The 2016 Summer Olympics – officially known as the Games of the XXXI Olympiad – which will take place in Rio de Janeiro, are also expected to boost interest in fitness.

Europe

the IHRSA European Health Club Report: Size and Scope of the Fitness Industry, published in late 2013, was the subject of a considerable amount of study and discussion during 2014. The document paints a compelling portrait of a market that now encompasses more than 48,000 clubs, with nearly 44 million members, and generating annual revenues of approximately \$US34 billion. IHRSA currently has more than 2000 members in Europe.

Many of its findings – describing club environments ranging from struggling to robust – reflect the promise, as well as the tensions, evident in markets ranging from the USA to Latin America to the Middle East to the Asia-Pacific. National industries, whether relatively young and low on the learning curve or well-established and quite sophisticated, are all maturing.



Waldyr Soares



Among the results: serious health care concerns; growing public awareness of the benefits of healthy lifestyles; a steady rise in the number of facilities; intensified competition; a rapid growth in the number of high-volume, low-cost providers; a proliferation of innovative business models; an accelerated pace of business change; downward pressure on profitability; and, most recently, strong competition from non-club solutions (for example, apps, wearables and online instruction).

Developments in the UK demonstrate that clubs there are grappling with the past, attending to the present, and planning for the future. Last year, we heard both about companies that were instituting “fixes” and ones that were embarking on grand plans. One chain that had confronted significant challenges – LA Fitness Limited and LA Leisure Limited (“LA Fitness”) – apparently managed to deal with them successfully, selling 33 of its 80 clubs as part of a restructuring plan.

Similarly, the Bannatyne Health Club chain sold 39 of its clubs to improve its financial position. “The result is a stronger business which has the resources to invest and grow in the future,” reported founder Duncan Bannatyne.

While trimming its portfolio, Fitness First, the international club entity, also laid the groundwork for a major upgrade and modernisation of its facilities and for intensified initiatives on the franchise front, especially in India. The company, which had sold 91 of its European properties in 2010 and 2011, announced it was interested in divesting its 80 German clubs. The funds raised would allow the chain to accelerate the \$431.7 million global corporate makeover that it has embarked upon.

Fitness First CEO Andrew Cosslett told *Leisure Opportunities*, “We’re reversing five years of decline, so it’s a long way back up the hill. We’re moving upmarket, but it’s a gradual process based on member perceptions. We want to be right at the top of the mainstream market – not super premium – but the Audi A4 or BMW 5 Series.”

Another UK frontrunner, Virgin Active, sold nine facilities to Nuffield Health, a not-for-profit healthcare organisation, but also announced that it would spend approximately \$165 million over the next three years to refurbish and upgrade its 112 clubs across the country.

World Gym recently opened its 15th Russian location, World Gym Veshki. The company currently has more than 200 franchised units in 18 countries.

“The Russian market has really emerged,” said Anastasia Yusina, co-founder and president of Strata Holding, dba City Fitness and Orange Fitness in Moscow. “Today you can find all types of formats – independent clubs, chains, full-service clubs, high-volume/low-price ones, boutiques, dance studios, martial arts



Andrew Cosslett

operations, and luxury wellness centres. “The Russian fitness industry is attempting to find the right balance, create a workable finance model, and work together more closely.”

Strata Partners has 10 corporately owned clubs and 26 franchises in Russia, serving more than 100,000 members.

Fitness World, a Copenhagen, Denmark-based chain, has added Condizione, a five-club Polish operation, to its still expanding portfolio. The facilities are located in Lalisz, Wrocław, Legnica, Świdnica, and Jelenia Góra.

A short while before, Fitness World had purchased Fresh Fitness Denmark, a Danish group of high-volume, low-cost clubs, from Health and Fitness Nordic (HFN). That acquisition made it the market leader in Denmark, with 150 clubs serving 450,000 members.

Henrik Rossing, the founder and chairman of Fitness World, said it purchased Condizione because it represented a good cultural match and provided Fitness World with a strong point of entry into the Polish market. “We share the same goal: bringing better fitness to more people,” he explained. “And we’re impressed with what Condizione has done thus far.”

Fitness World has grown rapidly over the past nine years and now claims about 50 per cent of the Danish fitness market, making it one of the more mature European markets. Poland, however, still offers great opportunity for growth.

“It’s similar to what we saw in Denmark a few years back,” Rossing said. “Our ambition is to achieve in Poland what we’ve already done in Denmark, while acknowledging the fact that we’re not yet familiar with the market. We’re quite aware that there are some cultural and structural differences that will need to be taken into account.”

Last October, more than 550 delegates from 36 countries attended IHRSA’s 14th Annual European Congress in Amsterdam.

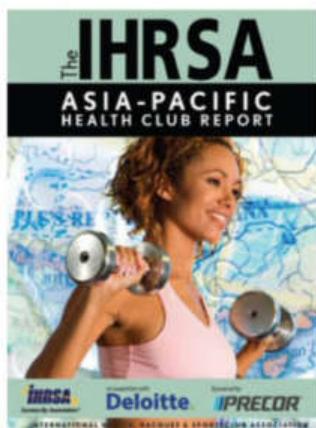
A highlight was the presentation of the 2014 IHRSA European Club Leadership Award to Olav Thorstad, the CEO of HFN, which now operates nearly 200 clubs in Norway, Sweden and Finland serving more than 545,000 members. It generates annual revenues of approximately \$411 million.

HFN currently consists of SATS/ELIXIA, a chain of full-service clubs; Fresh Fitness, a low-cost option; and Metropolis, an upscale, high-end brand. In addition, HFN also owns SAFE, a company that educates instructors for the industry.

“I think the industry is trending toward greater diversification,” Thorstad said. “We need to find ways to inspire and assist new target populations, including those who, for some reason, would rather exercise in places other than a club.” ▶



Joe Moore (left) with
IHRSA European Club Leadership
Award-winner Olav Thorstad



Asia-Pacific

Latin America may offer impressive opportunities for industry growth, but those in the Asia-Pacific are, perhaps, unprecedented – very nearly unimaginable. The size of the individual markets, the current state of the sector in each country, the challenges faced, the principal players, the prospects for the future – all are spelt out in detail in *The IHRSA Asia-Pacific Health Club Report: Size and Scope of the Fitness Industry*, which was published in early 2015. The report was sponsored by Precor and produced in cooperation with Deloitte China.

“The report identifies all of the leading players in each market, as well as up-and-coming brands to watch in the future, among them both local and international ones,” explained John Holsinger, IHRSA’s director of Asia-Pacific. “Recent trends in the development of new business models across the region have been evaluated. The economic business review, by market, gives a very good insight into the financial factors impacting the industry. New tools and technology, and how they’re being used to best effect, are described. And analysis of growth opportunities, as well as of growth limiters, appear throughout the report.”

“The industry has posted growth in its key indicators since IHRSA published the last Asia-Pacific report in 2011,” observed Melissa Rodriguez, IHRSA’s senior research manager. “However, opportunities still remain as only five of the markets studied have member penetration rates greater than 3.8 per cent – the average for Asia-Pacific.”

The 13 markets scrutinised in the report encompass

some 28,000 clubs, serving some 17 million members, and generating annual revenues of \$US14.3 billion. The industry is dynamic, with a diverse blend of mature and developing markets. In the former case, there are countries such as Australia and New Zealand, with penetration rates of 14.8 per cent and 11.4 per cent, respectively. And, in the latter, there are ones such as China and India, which, although economic powerhouses, have rates of just 0.4 per cent and 0.13 per cent, respectively.

China recently surpassed the US as the world’s largest economy. The report classifies China as a “developing” market when it comes to the health club industry, and the upside potential is nearly unimaginable. “My sense is that, at some point, this country will boast the largest concentration of health clubs in the world,” IHRSA chairman Robert Brewster said after attending the 4th Annual ChinaFit/IHRSA China Management Forum in November 2014.

“Japan, Hong Kong, South Korea, Taiwan and some large cities, including Kuala Lumpur in Malaysia, Jakarta in Indonesia, and Beijing and Shanghai in China, belong to maturing fitness industries with gradually professionalising players and maturing consumers,” said Alan MacCharles, partner at Deloitte China. “However, health club industries in the remaining Asian markets observed are still in a comparatively early stage due to economic development and awareness factors, and robust future growth can be expected.”

“Although there is unrest and conflict in many MENA [Middle East and North Africa] region countries, the fitness



John Holsinger

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THE ASIA-PACIFIC REGION IS ONE OF THE LARGEST, LEAST TAPPED, AND MOST PROMISING MARKETS IN THE WORLD.

industry is still progressing and people are still striving to work out and keep in good shape," said Tamer Farag, CEO of Facts Academy, which is based in Egypt.

Fitness First, the international, UK-based chain, will be



investing nearly \$25 million over the next five years in an ambitious expansion plan in India, which could, conceivably, quadruple the number of clubs it has there.

Operating through its master franchiser, Fitness First India, the company currently has seven facilities in the country, but the new initiative

calls for opening 30 new clubs in Delhi, Mumbai, and Bangalore; increasing membership to more than 45,000; and creating 1250 new openings for fitness professionals.

"A new generation of Indian consumer is waking up to the benefits of fitness and well-being," explained Andy Cosslett, "But they want something more from a gym, and are looking for state-of-the-art clubs, innovative new workouts, and support and inspiration from expert staff."

Now just over a decade old, Celebrity Fitness has leveraged its unique appeal to change the way the residents of Indonesia, Malaysia, Singapore, and India regard and engage in workouts. With 50 facilities in these four countries – averaging 1300-1700 square metres in size – the company currently has more than 170,000 members.

In terms of number of sites, it's the No. 1 chain both in Indonesia, where it has 30 clubs, and in Malaysia, where it has 16.

The business, headquartered in Jakarta, Indonesia, was founded in 2003 by John Franklin, John 'JJ' Sweeney and the late Mike Anderson, all veterans of what was then 24 Hour Fitness Worldwide, the California-based chain. Today, the majority of Celebrity Fitness' stock is held by Navis Capital Partners, a local private equity firm.

"Our future plans include opening many more clubs, continuing to lead the market in creating unique signature programs, focusing on member retention with a cutting-edge loyalty program; and educating local communities on the importance of a healthy lifestyle," CEO and president director Martin Darby said.

With six facilities in Hong Kong and two in Singapore – averaging 1500-2500 square metres in size – Pure Fitness is acknowledged as one of the leading, high-end club brands in those intensely competitive markets.

The chain, based in Hong Kong, is the club component of the Pure Group lifestyle brand, founded by Colin Grant and Bruce Rockowitz, who now serve, respectively, as CEO and group chairman. The business' other holdings include Pure Yoga; Pure Apparel; the RED Bar, a full-service restaurant; and nood food, which produces health foods and cold-pressed juices. Pure Yoga has studios in Hong Kong, Singapore, Shanghai, Taiwan and, via a joint venture with Equinox, New York City.

Together, Pure Fitness and Pure Yoga have approximately 50,000 clients.

Grant's enunciated corporate mission is to build a long-term sustainable business, marked by aggressive expansion over the next few years. Taking advantage of increased public awareness in Hong Kong, and of low penetration rates in Singapore and throughout Asia-Pacific, Pure Fitness aims to have 10 clubs in Hong Kong and five to six in Singapore within three years.

"We'll evaluate new markets as they develop and can support our model," regional fitness operations director Marco Ferdinandi said. "While our goal is definitely ongoing growth, we're striving to be the best operator – not necessarily the biggest."

Anytime Fitness' first club in the Philippines opened last month in Manila, setting the stage for the brand's continued expansion in Asia.

"We're expecting to open another six gyms over the next few months, with even more expected to open throughout Asia, including in China, Malaysia, Hong Kong, Singapore, and Taiwan," explained Eric Keller, the director of international operations for Anytime Fitness.

Fitness First plans to test a unique concept in Singapore later this year. The first of its kind for the firm, the by-invitation-only facility will likely target high-level executives who are willing to pay more than double the rate charged by other Fitness First clubs.

Standing out in the Singapore market is a challenge for any club business. In the city's CBD alone there are more than 30 facilities, ranging from boutique facilities to Gold's Gym to Anytime Fitness to the women's only Amore Fitness.

There's little doubt that the Asia-Pacific region is, today, one of the largest, least-tapped and most promising markets in the world for the health and fitness industry. It boasts a large and growing population, strong and/or improving economies, rising affluence, increasing awareness of the benefits of healthy lifestyle behaviours, the valuable experience and input offered by veteran international operators, and a growing understanding and appreciation of what health clubs are all about. **FP**

A close-up photograph of a young man with short dark hair, wearing a red tank top and blue shorts, working out on a piece of gym equipment. He is looking off to the side with a focused expression. The background is blurred, showing other gym equipment.

TOP HEALTH CLUB MARKETS CONTINUE GROWTH

POTENTIAL REMAINS IN EMERGING MARKETS AND GLOBAL ECONOMIC POWERS

By Melissa Rodriguez, senior research manager at IHRSA

Leading fitness markets in the Americas, Europe, and Asia-Pacific continued to show their strength in 2014. Emerging markets in Asia as well as the global economic leaders of India and China showed potential further growth. In all, the global health club industry generated \$84 billion in revenue in 2014. More than 180,000 clubs attracted 144 million members worldwide.

ACCORDING TO THE RECENTLY RELEASED IHRSA ASIA-PACIFIC HEALTH CLUB REPORT, THERE IS ROOM FOR GROWTH IN THE ASIA-PACIFIC AS THE AVERAGE MEMBER PENETRATION RATE FOR THE REGION IS JUST 3.8 PER CENT.

The Americas

In the US, the health club industry continued its strong performance. Revenue and total number of health club consumers increased significantly, while club count grew at a slower rate. Revenue grew to \$24.2 billion from \$22.4 billion in 2013, and club count increased to 34,460 from 32,150. More than 54 million Americans belonged to a health club.

According to The IHRSA Canadian Health Club Report, club operators serve nearly six million members at roughly 6,000 facilities in Canada. IBISWorld, an independent industry research firm, projects that revenue from gyms and health clubs in Canada will increase each year through 2019. Consumer demand for health and fitness programs to help address obesity, active aging, proper nutrition, and sports performance will help drive growth for health clubs.

Leading markets continue to perform well in Latin America. Roughly 15 million members in 16 Latin American markets belong to one of 55,000 health clubs and studios. Brazil, Mexico, and Argentina combined serve more than 13 million members in the region. The IHRSA Latin American Report shows that opportunities for growth remain in Latin America as member penetration rates remain low in comparison with developed health club markets worldwide.

Europe

The fitness industry in Europe serves nearly 48 million members. Roughly 51,000 health clubs generate \$35 billion in annual revenue. Europe represents the industry's most profitable region as it totals the greatest amount of revenue, and is second only to North America in total memberships.

Germany and the UK lead all markets in Europe. According to DSSV (Deutscher Sportstudio Verband), Germany attracts nine million members at 8,000 health clubs and studios. The health club landscape in Germany is shaped by a variety of club models: traditional full-service centers, women-only franchises, medical/wellness facilities, low-cost clubs, micro-gyms, and more. In the UK, according to research by the Leisure Database Company, roughly 8.3 million members belong to more than 6,000 health clubs

and facilities. While private clubs, including full-service, low-cost, and studio concepts, attract the majority of members, public health and fitness facilities in the UK cater to some 3.3 million members.

The health club industry in Norway and Poland is also robust. According to VIRKE, the Norwegian health club association, Norway generates roughly \$730 million in revenue from nearly 1,000 clubs with one million members. The Polish health club market totals \$491 million in revenue from more than 2,000 health clubs and their one million members.

Asia-Pacific

The Asia-Pacific region serves 17 million members at 29,000 health clubs in 14 markets (excluding the Middle East). Health club industry revenue totals \$14.5 billion in this region.

According to the recently released IHRSA Asia-Pacific Health Club Report, there is room for growth in the Asia-Pacific as the average member penetration rate for the region is just 3.8 per cent. Australia and New Zealand lead all Asia-Pacific markets in penetration rates at 14.8 per cent and 11.4 per cent, respectively. Larger cities in Asia, including Beijing, Shanghai, Kuala Lumpur and Jakarta, are home to maturing industries, while future growth is anticipated in growing cities as well as the Asia-Pacific, overall.

Namely, opportunities for the fitness industry abound in the global economic powerhouses of China and India, which have penetration rates of only 0.4 per cent and 0.12 per cent, respectively. China is home to roughly 2,700 health clubs with a total of 3.9 million members. The health club industry in India has roughly 3,800 health club facilities and nearly one million members.

The outlook of the health club industry is bright and promising. As leading economies continue to improve, the industry is expected to thrive in the global marketplace, serving consumers with a variety of health and wellness needs. Offering access to fitness amenities, instructors, personal trainers, and coaches, club operators are well positioned to lead a healthier world. **FP**

* Note: With the exception of the UK and Germany, international industry research information is based on expert opinion and health club data. As data sources for international markets increase each year, so does the collective understanding for each market represented in The IHRSA Global Report. Due to the lack of primary research available for international markets, industry analysis is recommended for a multi-year time span.

GLOBAL MARKET SIZE & SCOPE

REGION	TOTAL INDUSTRY REVENUE (USD)	TOTAL # OF CLUBS	TOTAL # OF MEMBERS
Europe	\$35,009,912,448	51,299	47,668,950
USA & Canada	\$26,800,000,000	40,710	59,750,000
Asia-Pacific	\$14,416,000,000	31,011	17,355,500
Latin America	\$5,892,483,232	55,809	15,719,490
Africa & Middle East	\$2,180,760,000	5,090	4,184,500
Total	\$84,299,155,680	183,919	144,678,440

Africa & Middle East

South Africa	\$914,860,000	819	1,650,000
Saudi Arabia	\$515,000,000	1,300	950,000
United Arab Emirates	\$277,687,500	650	528,250
Egypt	\$209,575,000	936	500,500
Lebanon	\$107,650,000	400	201,500
Qatar	\$79,587,500	606	180,750
Kuwait	\$76,400,000	379	173,500

Sources: Estimates by IHRSA industry experts; FACTS Academy

Europe

UK	\$6,722,208,000	6,112	8,300,000
Germany	\$6,246,300,000	8,026	9,080,000
Spain	\$5,214,182,400	4,935	6,720,000
France	\$3,421,807,200	3,119	4,410,000
Italy	\$2,819,835,532	6,695	4,326,000
Russia	\$2,230,963,980	3,623	2,614,500
Netherlands	\$1,724,870,160	2,052	2,268,000
Sweden	\$783,187,784	1,391	1,284,000
Norway	\$733,320,000	984	1,000,000
Switzerland	\$704,729,340	840	735,000
Austria	\$611,037,000	903	735,000
Belgium	\$526,384,128	901	848,000
Poland	\$491,730,000	2,500	1,000,000
Denmark	\$456,240,960	970	840,000
Finland	\$448,326,576	696	599,200
Portugal	\$390,726,000	1,200	648,000
Turkey	\$367,980,060	1,550	430,500
Greece	\$235,103,760	800	303,000
Hungary	\$226,762,620	431	325,500
Ireland (Republic of)	\$205,036,860	630	378,000
Croatia	\$143,933,160	656	189,000
Serbia	\$78,755,880	263	154,350
Czech Republic	\$48,882,960	394	157,500
Slovenia	\$43,858,878	84	51,450
Bulgaria	\$37,748,508	305	60,900
Lithuania	\$29,329,776	189	47,250
Romania	\$23,083,620	683	73,500
Latvia	\$17,652,180	124	36,750
Slovakia	\$14,257,530	184	36,750
Estonia	\$11,677,596	63	16,800

Sources: IHRSA European Health Club Report (2013); The Leisure Database; DSSV; Virke; Benefit Systems; IHRSA industry experts

Note: Data from the following markets include both private and public clubs: Germany, Italy, UK, Spain, Denmark, Switzerland, Greece, Finland, Ireland & Poland.

GLOBAL MARKET SIZE & SCOPE

REGION	TOTAL INDUSTRY REVENUE (USD)	TOTAL # OF CLUBS	TOTAL # OF MEMBERS
Asia-Pacific			
Japan	\$5,158,000,000	5,979	4,160,000
Australia	\$2,555,000,000	3,351	3,480,000
South Korea	\$1,880,000,000	6,839	2,030,000
China (Mainland)	\$2,078,000,000	2,670	3,880,000
Taiwan	\$369,000,000	185	580,000
Hong Kong	\$373,000,000	338	298,000
India	\$669,000,000	3,800	950,000
New Zealand	\$354,000,000	712	500,000
Singapore	\$288,000,000	328	230,000
Thailand	\$192,000,000	1,241	310,000
Indonesia	\$187,000,000	1,716	320,000
Philippines	\$133,000,000	783	230,000
Malaysia	\$153,000,000	744	250,000
Vietnam	\$27,000,000	2,325	137,500

Sources: IHRSA Asia-Pacific Health Club Report (2015)

Note: Vietnam revenue and membership data covers commercial clubs only.

Latin America

Brazil	\$2,442,149,712	31,809	7,952,250
Mexico	\$1,479,000,000	7,826	2,740,000
Argentina	\$1,200,000,000	7,900	2,800,000
Colombia	\$218,000,000	1,197	460,000
Chile	\$152,000,000	1,687	420,000
Peru	\$115,000,000	1,128	380,000
Ecuador	\$64,000,000	857	210,000
Venezuela	\$34,000,000	561	140,000
Costa Rica	\$34,000,000	248	90,000
Dominican Republic	\$33,000,000	550	110,000
Paraguay	\$32,000,000	528	70,000
Bolivia	\$31,000,000	654	130,000
Guatemala	\$22,000,000	299	70,000
Panama	\$21,000,000	287	70,000
Uruguay	\$11,333,520	216	57,240
Honduras	\$4,000,000	62	20,000

Sources: IHRSA Latin American Report (2012); estimates by industry experts; Brazil – CONFEF (Conselho Federal de Educação Física) and Sindato das Academias do Rio de Janeiro

North America

USA	\$24,200,000,000	34,460	54,050,000
Canada	\$2,600,000,000	6,250	5,700,000

Sources: USA – IHRSA estimates and Physical Activity Council; Canada – estimates by industry experts

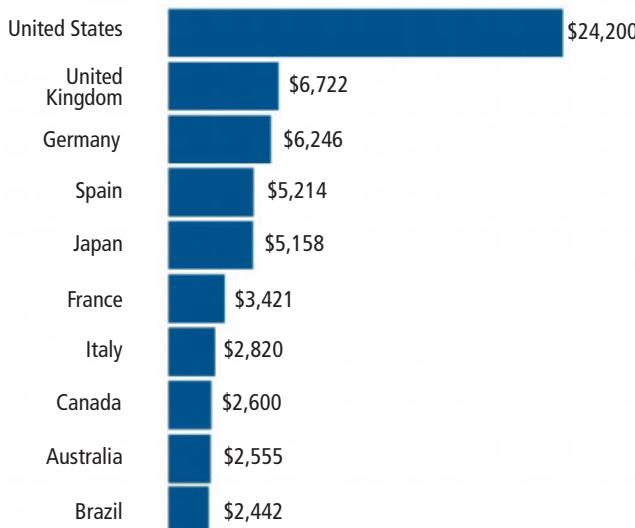
Note: Please refer to the following IHRSA publications for additional information on research methods.

- IHRSA European Health Club Report
- IHRSA Latin American Report
- IHRSA Health Club Consumer Report
- IHRSA Asia-Pacific Health Club Report
(available at ihsra.org/research-reports)

The data contained in this section, in some cases, are educated estimates. This represents what we believe to be the best information on the global market today. IHRSA is always looking to increase the depth and precision of the data provided.

TOP 10 GLOBAL MARKETS

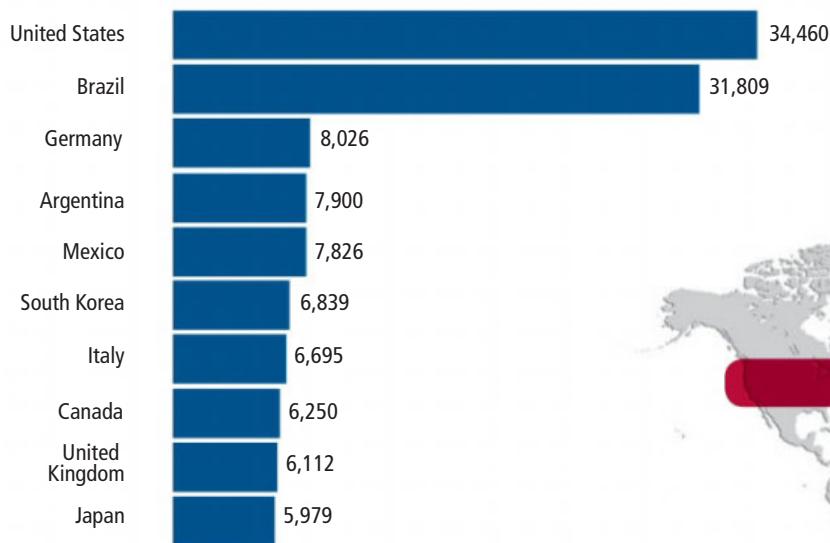
INDUSTRY REVENUE (USD IN MILLIONS) The top 10 countries account for 73 per cent of total industry revenue.



Sources: USA & Canada – IHRSA estimates; Asia-Pacific – The IHRSA Asia-Pacific Health Club Report (2015); Europe – The IHRSA European Health Club Report (2013), The Leisure Database, DSSV

TOP 10 GLOBAL MARKETS

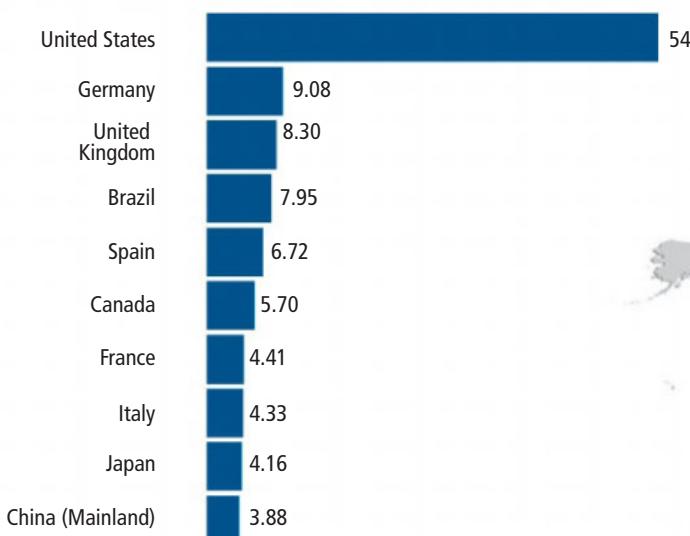
NUMBER OF CLUBS The top 10 countries account for 66 per cent of the world's health clubs.



Sources: USA & Canada – IHRSA estimates; Asia-Pacific – The IHRSA Asia-Pacific Health Club Report (2015); Europe – The IHRSA European Health Club Report (2013), The Leisure Database, DSSV; Latin America – IHRSA Latin American Report; Brazil – CONFEF and Sindicato das Academias do Rio de Janeiro

TOP 10 GLOBAL MARKETS

NUMBER OF MEMBERS (IN MILLIONS) The top 10 countries account for 75 per cent of the world's health club members.



Sources: USA & Canada – IHRSA estimates; Asia-Pacific – IHRSA Asia-Pacific Health Club Report (2015); Europe – The IHRSA European Health Club Report (2013), The Leisure Database, DSSV

ASIA-PACIFIC

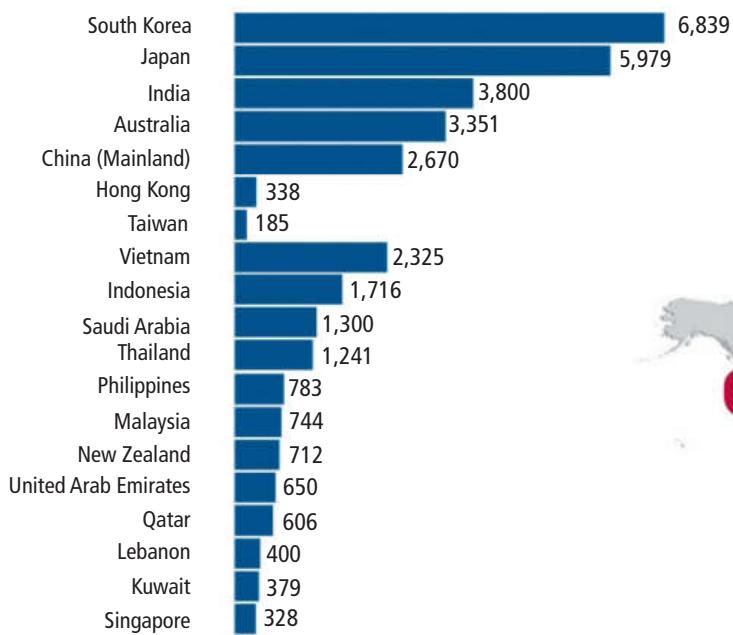
INDUSTRY REVENUE (USD IN MILLIONS)



Sources: IHRSA Asia-Pacific Health Club Report (2015); FACTS Academy

ASIA-PACIFIC

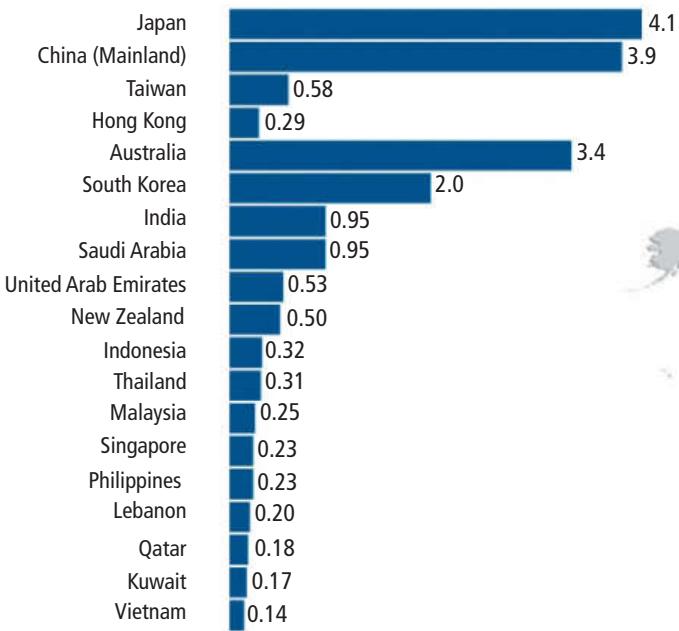
NUMBER OF CLUBS



Sources: The IHRSA Asia-Pacific Health Club Report (2015); FACTS Academy

ASIA-PACIFIC

NUMBER OF MEMBERS (IN MILLIONS)



Sources: The IHRSA Asia-Pacific Health Club Report (2015); Fitness Australia; ExerciseNZ

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footprint and a leading employment network market share in the fitness education sector.

The AIPT is committed to delivering excellence in fitness education and raising the standards and profile of personal trainers in Australia. They educate fitness professionals to be

the industry's best, not just to graduate. The AIPT provides Australia's latest and most up-to-date courses and gives its students access to online study materials and a dedicated education and support team.

The AIPT values every new industry partnership as if it was their first and

understands that their partners' and students' success is also their own. They also understand that learning, especially in the fitness industry, requires a hands-on approach. That's why their courses are based in real gyms, taught by real fitness professionals, and offer more opportunities to gain real employment.



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SUPPLIERS



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INDUSTRY SUPPLIERS



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Fitnance is a fitness education company specialising in fitness education courses for personal trainers and sports coaches. Fitnance offers Certificates III and IV and Diplomas in Fitness, plus the Certificate II in Sports Coaching, Level 1 ASCA, teacher workshops, CEC-point workshops and DVDs.

Fitnance-schooled personal trainers and coaches learn practical tips from experts in the industry. The company has worked with the Australian Wallabies and Brisbane Broncos and taken them to the top of their sports. Not only do they provide Certificates III and IV and Diplomas in Fitness, they furthermore pass on the latest training techniques direct from the pros.

Fitnance instructors include top-level international competitors with backgrounds in triathlon, soccer, rugby, martial arts, netball, powerlifting and more. The company offers a selection of syllabus schedules and payment options too. They also provide ongoing support and education for fitness professionals, constantly developing and delivering courses for CEC training.

Fitnance maintains ongoing relationships with many of the world's most prestigious universities and training organisations, which keeps them cutting-edge while also being experts in time-tested traditional training methods.

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FITNESS ENHANCEMENT PERSONAL TRAINING

Founded in 1999 by Scott Hunt, and recently franchised, Fitness Enhancement is one of Australia's largest personal training companies. Having carved out a niche for itself with its 100 per cent private™ personal training for people who don't like the gym scene, or don't have time for it, Fitness Enhancement provides an unparalleled service for both clients and trainers.

The company is actively seeking more studio and mobile franchisees across Australia. Franchises are ideally suited to trainers who want to 'own a real business' with unlimited potential, as opposed to the limitations of 'buying a job' by paying gym rent. Franchises

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The head office support team provides a level of service, support, business and marketing to its trainers and franchisees that's a step above what any other fitness business offers in Australia.

Fitness Enhancement's size and big-business marketing, all targeted to clients who want an expensive trainer (not a cheap gym), sees more than 80 per cent of potential clients sign up and go on to spend in excess of \$5000.

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Technology is the way of the future for gyms around the world, and members want to assess and track their training on the way to reaching their goals. Global Bodies' products are an ideal retention tool and lead generator, giving gyms an immediate competitive advantage.

The company's hand-selected product range consists of the most advanced, accurate and innovative sports testing equipment. The measure of Global Bodies' success is in the effectiveness of their innovations and the precision of their results.

Following rapid growth, Global Bodies has expanded internationally into six regions. As a result, many gyms and elite sports teams around the world are currently using their Composition Analysers, Timing Gates, Strength Testing devices, cardiopulmonary equipment and their latest wearable technology, the Hexoskin.

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GYMSALES

GymSales is a smart lead management tool for growing fitness clubs. It will give your sales team the tools they need to capture, nurture and convert new members. Allowing you to plan, implement and monitor a proactive sales strategy that's automated and uniform, growing your member base will be easier than ever before.

GymSales was built in Melbourne by experienced health club operators and has quickly expanded to be the market

leader in fitness lead management software worldwide. GymSales is used by more than 1700 clubs in 12 countries, and is used in Australia and New Zealand by brands such as Goodlife, Snap Fitness, Anytime Fitness, Genesis, YMCA, Belgravia Leisure, Go Health Clubs, and I Feel Good 24/7.

Phone: 1300 104 122 | **Website:** www.gymsales.net

INDUSTRY SUPPLIERS



HART SPORT

The team at HART Sport believes that being active is being healthy. After 23 years in business, HART Sport is proud to be part of the fitness world, not only in Australia but internationally. Their range of products support fitness, sport, physical education, rehabilitation, training and coaching at every level from early childhood through to professional athletes.

HART Sport's catalogue and website are dedicated to everyone who wants to be active and stay fit and healthy. They

support all those who train, play, coach sport, teach physical education and promote active play, as well as those who just want to have a go.

The company's massive product range has been carefully developed by professional people who 'know their stuff', which means their products are real, serve a purpose and are great value. When you buy from HART Sport you are buying directly from people who understand what you need.

Phone: 1300 764 719 | **Website:** www.hartsport.com.au | **Facebook:** HartSportAustralia | **Instagram:** Hartsportau
Twitter: HartSportAus



LEISURE CONCEPTS

Offering treadmills, dumbbells, rowing machines, medicine balls and a full range of Pilates reformers and accessories, Leisure Concepts is the fitness industry expert to turn to for professional advice and service for all your fitness needs. Leisure Concepts is built on a simple core philosophy: to supply best-in-class equipment with a total service solution from concept and design to ongoing professional service and maintenance.

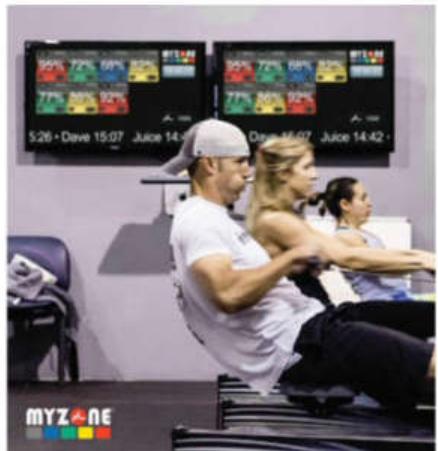
With great pride, it carries some of the world's best fitness brands, including Cybex, First Degree Fitness, Eleiko, Solid Focus®, Stott Pilates®, BH Fitness, and Inspire. These are exclusively available through Leisure Concepts.

The team at Leisure Concepts believes that these top-quality brands represent

the best return on investment. This is why they are proud to supply to large corporate developers, gyms and health clubs, retail resellers, personal trainers and home users all over the Asia-Pacific, including PNG, Thailand, Indonesia, Australia and New Zealand.

Established in 2008 during the GFC, Leisure Concepts now has a team of staff with a combined experience of more than 60 years in the fitness industry, with national representation including warehouses in Melbourne and Brisbane and a separate company office in Auckland, NZ.

Phone: 1300 911 441 | **Website:** www.leisureconcepts.com.au



MYZONE®

MYZONE® is an easy-to-use monitoring system that accurately provides real-time heart rate, calories and effort data. Physical activity from both inside and outside the club is wirelessly uploaded to the cloud account of the user, trainer and owner, providing relevant data that can be accessed anywhere in the world.

MYZONE helps keep members motivated through live feedback, goal-setting, social accountability, nutrition tracking, fun challenges and the opportunity to earn badges and climb status rankings.

Together with the new MZ3, the most versatile belt on the market, and the MYZONE app, members can get live feedback wherever they train, and trainers

and operators can engage and connect with their members anywhere.

MYZONE works with more than 2000 fitness businesses in more than 30 countries, from personal trainers to leading multinational brands, enhancing their fitness product by providing a unique selling point, an on-boarding tool for rewarding new members' efforts, a value-add for premium products such as PT and SGT, and an overarching retention tool that adds to the quality and quantity of member-to-member and member-to-staff interaction, both virtually and at the club. A minimal investment and proven ROI models, MYZONE can enhance any fitness business.

Phone: 03 8643 7474 | **Website:** www.myzone.org | **Facebook, Instagram, Twitter & YouTube:** myzonemoves



PAYSMART

Do you run a gym, PT service, CrossFit business, yoga or Pilates studio or a martial arts school? If so, you'll know how challenging it can be to keep on top of payments when your customers aren't signed up to a regular direct debit option.

PaySmart are the experts in direct debit billing. For more than 20 years, they've worked in partnership with the fitness industry, helping to transform their clients from cash-only to thriving subscription-based business models.

Through powerful direct debit billing systems, they collect, clear and pay fees paid by your customers to you promptly and accurately. They ensure the integrity of your customer data through their PCI-DSS Level 1 (Version

3) compliance. PaySmart systems will seamlessly integrate between their billing systems and business management software such as Clubware and myVolo. Customised integration ensures software, billing, entrance control or other management systems 'talk' to each other, simplifying administration processes and removing double-handling.

PaySmart provides a full service, including access to a BDM, an Australian-based customer service centre, debtor management services and more. As a simple payment solution for your customers, this is the Australian benchmark in direct debit billing. If you're looking for an expert payment solution, think PaySmart!

Phone: 1800 801 797 | **Website:** www.paysmart.com.au | **LinkedIn:** FFA PaySmart

INDUSTRY SUPPLIERS



PERSONAL TRAINING ACADEMY

At the Personal Training Academy (known internationally as PTA Global), they believe in empowering you and evolving the fitness industry. You are more than a number; you are part of their family, and they're passionate about your success. The PTA provides you with globally respected education and their proven systems, sciences and tools to give you the confidence you need to facilitate change in your clients' lives.

They offer flexible online and blended learning options for their

Certificate III and IV students to learn from the PTA's 26 world-renowned educators in fitness, sports performance, behaviour change, psychology, nutrition and more.

Industry graduates can also choose from their innovative Continuing Education Courses (CECs), which include PTA Global Bridging and Advanced courses; Effective Movement Training (EMT); TRX Suspension Training, Rip Training and Functional Training courses; Trigger Point courses; a Hyperwear Sandbell Training course and more.

Personal Trainer Photo: Shutterstock.com

Phone: 1300 556 540 | **Website:** www.ptacademy.edu.au



PLATYPUS SOFTWARE

Platypus Software is an Australian-based company providing Australian and New Zealand customers with an outstanding experience using EZEMember to manage their memberships, whether they are a single or multi-centre chains or 24/7 operations. They provide a comprehensive range of features covering all aspects of daily processing, membership management, direct debit integration, retention, marketing, communications, performance analysis and data access anytime and anywhere.

EZEMember uses integrated software technologies with selected direct debit suppliers, access control, member portals for management of their own bookings

and online sign-up providing a wider range of choice, using their preferred supplier relationships.

EZEMember is a feature-rich application providing user-driven automation tasks, which enables constant communication with members. The cloud data is hosted in an environment that is constantly backed up with fail-safe updating to ensure peace of mind.

Platypus Software is dedicated to providing high standards in both software functionality and customer support through their unwavering commitment to excellence to make their software intuitive and easy.

Phone: 07 3720 0700 | **Website:** www.ezemember.info/promo/2015/msAzure/



SKINS Compression Garments

In 1996, an Aussie skier had a bold ambition: to feel 10 years younger so he could ski all day, party all night and be ready the next morning to do it all again. His starting point was the knowledge that improved blood circulation would supply more oxygen to his muscles, helping them to work harder for longer and recover faster. So he consulted with NASA and other experts to confirm he was on to something. Turns out he was.

It took five years to invent and refine the very first pair of SKINS tights. Today,

SKINS continues to push the boundaries of compression, forever looking for new and unique ways to improve their garments. The benefits of SKINS have been highlighted by endless independent research, with eight studies published in peer-reviewed medical journals. SKINS are also recommended and endorsed by the Australian Physiotherapy Association and are registered as medical devices by the Australian Therapeutic Goods Administration.

Phone: 02 9534 9999 | **Website:** www.skins.net/au | **Facebook:** Skins | **Instagram & Twitter:** @skinsau



SMAI

SMAI (Sports Master Athletics International) was established in Australia in 1985 as a supplier of combat and fitness equipment. The company has grown to become the largest wholesaler of martial arts lines in the market and has an added focus on functional strength lines orientated toward CrossFit and HIIT training, such as F45 Training.

The company's key goals over the past six years have been orientated toward exports, given that their product range and service has been tried and tested and passed international standards testing through stringent testing.

The SMAI range of products is today sold in more than 40 countries internationally;

all are exported directly from the company's joint venture facility in China through its international dealers' network. Over its long history, SMAI has had the honour of providing products to elite athletes performing on the highest international sporting stages, such as the Olympic Games, Asian Games, Pan-American Games, South Pacific Games, World Karate Championships, World TKD championships, CrossFit Games and International Judo Championships, to name a few.

The team at SMAI hope they can share their knowledge to make sourcing your equipment a trouble-free process, and look forward to working with you for your equipment needs.

Phone: 02 4283 4363 | **Website:** www.smai.com.au | **Facebook:** SMAISports.Master | **Instagram:** smaifitness



SMART TECH

SMART TECH, Les Mills' elite group fitness equipment, will transform your facility, offering ergonomically designed and tested barbells, weights, steps and bands.

SMARTBAR is the preferred barbell for BODYPUMP and GRIT participants due to its comfortable design, quick weight plate transitions and rotating ends to reduce stress on wrists. SMARTBAR is the safest product on the market, with square plates that prevent the bar from rolling away.

SMARTSTEP delivers an interlocking stable

deck that can be picked up as a unit, allowing members to lie comfortably and leap confidently. SMARTSTEP is the safest and most preferred step due to its stability, shock-absorbing design and non-serrated platform surface.

SMARTBAND is a durable and functional resistance band, scientifically-engineered to deliver a consistent force increase throughout the extension range. This helps to ensure correct technique is maintained throughout the exercise movement range. As a result, users can confidently execute resistance exercises and get more from their workout.

Phone: 02 6282 8192 | **Website:** www.lesmills.com.au

INDUSTRY SUPPLIERS



SUMMIT FITNESS EQUIPMENT

Summit Fitness Equipment is an Australian company and one of the fitness industry's leading providers of commercial, full-scale equipment solutions. Uniquely positioned as the industry's problem-solvers, their solutions are seen in some of Australia's leading health clubs, progressive studios, advanced medical centres and world-class hotels.

Leading the way with internationally recognised brands such as Star Trac, SportsArt, Woodway, Jacob's Ladder, Fit3D and Power Plate, Summit Fitness Equipment provides holistic whole-facility commercial fitness solutions throughout the Australian market.

Some of their clients include Virgin Active, Fitness First, Plus Fitness, Crunch, UFC, Fernwood, The Australian Defence Force, Hilton Hotels, plus many, many more.

Their strength is in their ability to work with clients to bring their visions to life. The company's core brands provide diversity, enabling them to service the entire wellness industry from commercial health clubs and fitness centres to specialist personal and small group training studios, athletic development centres, the military and the rehabilitation and medical industries.

With sales reps in every state, their team's vision is to become Australia's leading fitness industry partner by providing entire solutions for their clients and innovative products of the highest quality, coupled with the very best after-sales service.

From concept through to after-sales service, they are there to partner with you and bring your ideas to life.

Phone: 1800 628 824 | **Website:** www.summitfit.com.au | **Facebook:** SumFitness | **Instagram:** Summit_Fit
Twitter: SummitFit_aus



TECHNOGYM

Founded in 1983, Technogym is the world's leading international supplier of products, services and solutions in the wellness and fitness industry. Technogym provides a complete range of cardio, strength and movement equipment alongside networking solutions and programs.

With more than 2200 employees and 14 branches globally, Technogym is present in more than 100 countries. More than 65,000 Wellness centres in

the world are equipped with Technogym and 35 million users train every day on Technogym.

Technogym was the official supplier for the past five Olympic Games (Sydney 2000, Athens 2004, Turin 2006, Beijing 2008 and London 2012) and has recently been appointed the Official Supplier for Rio 2016. In 2015, Technogym will also be Global Wellness Partner of EXPO Milano.

Website: www.technogym.com/au

KICKSTART YOUR NEW CAREER WITH A DIPLOMA OF FITNESS COACHING FROM SAGE

Have you ever thought about a career in fitness? If staying fit and healthy, motivating people and doing what you love best gets you inspired, then an awesome career as a fitness coach could be your dream job!

Get 'Commando'-fit, get diploma-qualified

Sage Institute of Fitness is excited to announce the launch of its ground-breaking Diploma of Fitness Coaching. Unlike any other fitness course in Australia, this course is utterly unique to Sage. In fact, Sage is the only training organisation certified to teach a Diploma of Fitness Coaching at this level.

It's no wonder brand ambassador Commando Steve has aligned himself with Sage Institute of Fitness; this cutting-edge diploma sets students up for instant success with a new fitness coaching career.

"If training is your true calling, then get qualified with the Sage Diploma of Fitness Coaching. It's by far the best qualification for training and coaching I've found. They prepare the best graduates I've seen, with real skills in training, motivation, nutrition and leadership - and they're VET FEE-HELP-approved to get your new career moving."

- Commando Steve, brand ambassador, Sage Institute of Fitness

Experience unique, on-campus training

The big difference between this diploma and other fitness courses is the face-to-face on-campus experience.

"What really sets us apart is our face-to-face learning," Sage Institute's training manager Andre Sammut says. "Students learn from trainers who have had high-level industry experience, as opposed to learning online."



"This course will provide graduates with the skills required to run their own businesses and work at an elite level, with certifications in suspension training, power bags, boxing, battling ropes, mobility and kettlebells. It's the complete package for launching a successful career."

This industry-first program takes place over one action-packed year and includes 120 hours of work placement to provide real-life experience; you will also make many valuable business connections — before you've even graduated!

Get the edge over competitors

The Sage on-campus experience is second-to-none, with brand-new, state-of-the-art training facilities in Melbourne, Sydney and Brisbane. Feed off your classmates' energy and love that campus buzz — it will keep you in the game and motivated to be the absolute best fitness coach you can be.

Fitness coaches aren't your regular personal trainers. They're a step above, and this gives you a massive advantage over others.

You'll be equipped to:

- give science-based fitness and nutrition plans for high-performance clients,
- design, facilitate and adapt long-term exercise programs, and
- provide rehab programs for musculoskeletal and medical conditions.

If you're a personal trainer looking to up-skill for an edge, or you just can't wait to get started on a seriously epic fitness career, this is the course for you!

No prerequisites required

Unlike most other diploma courses, you don't need any prior fitness qualifications to start. There's no need for a Cert III or Cert IV — Sage Institute of Fitness covers everything you need in the diploma course. They take you straight to the top.

What are you waiting for?

Enrol now and make a start on your unbeatable fitness coaching career. The Diploma of Fitness Coaching is currently available across Sage's Melbourne, Sydney and Brisbane campuses.

FOR MORE INFORMATION,
VISIT WWW.SAGEFITNESS.EDU.AU OR CALL 1300 664 664.

THE FUTURE OF PORTABLE EXERCISE EQUIPMENT

The new Burto® Bungee 2.0 allows you to swap between a variable resistance bungee trainer and a body weight suspension trainer all in a matter of seconds, without the need for extra add-ons.

The Burto Bungee is the ultimate portable exercise device, great for trainers, athletes, rehabilitation specialists, fitness enthusiasts and the elderly.

It works through variable resistance, and can be added to your current free weights program. With 5-25kg of variable bungee resistance, you can control the load by simply moving in or out. The variable resistance loads you at your strongest point and unloads at your weakest, making it safer and more effective.

This technique has been proven to increase strength up to three times faster than free weight resistance alone.

The Burto Bungee can also be used as sled straps for concentric-only training, great for conditioning days where DOMS (delayed onset muscle soreness) is undesired.

If you enjoy variety in your training, with the added benefit of portability, The Burto Bungee 2.0 is for you.

For more information and availability visit
www.burtobounce.com FP





Whatever your level of fitness, **HART Sport** can provide everything you need. For weight training, functional training, rehabilitation, yoga and pilates, plus much more, only **HART Sport** has it all!

P. 1300 764 719

W. www.hartsport.com.au

E: info@hartsport.com.au



LET'S GET CONNECTED

Join in the conversation of like-minded industry professionals and get the latest news and updates, inspiration and more by following us on social media.

We announce feature opportunities across our social platforms too, so keep updated with us and you could be next to feature in our magazine.

Facebook: www.facebook.com/FitnessPROMagazine
 Instagram: @FitnessPROMagazine
 Twitter: @FitnessProMag

FITNESS
PRESENTED BY

THE SIX BIGGEST MISTAKES ENTREPRENEURS MAKE THAT STOP THEM GETTING BIG

If you're seeking investment, but failing to attract the interest of investors, check that you're not making one or more of these mistakes.

By Anthony Mitchell

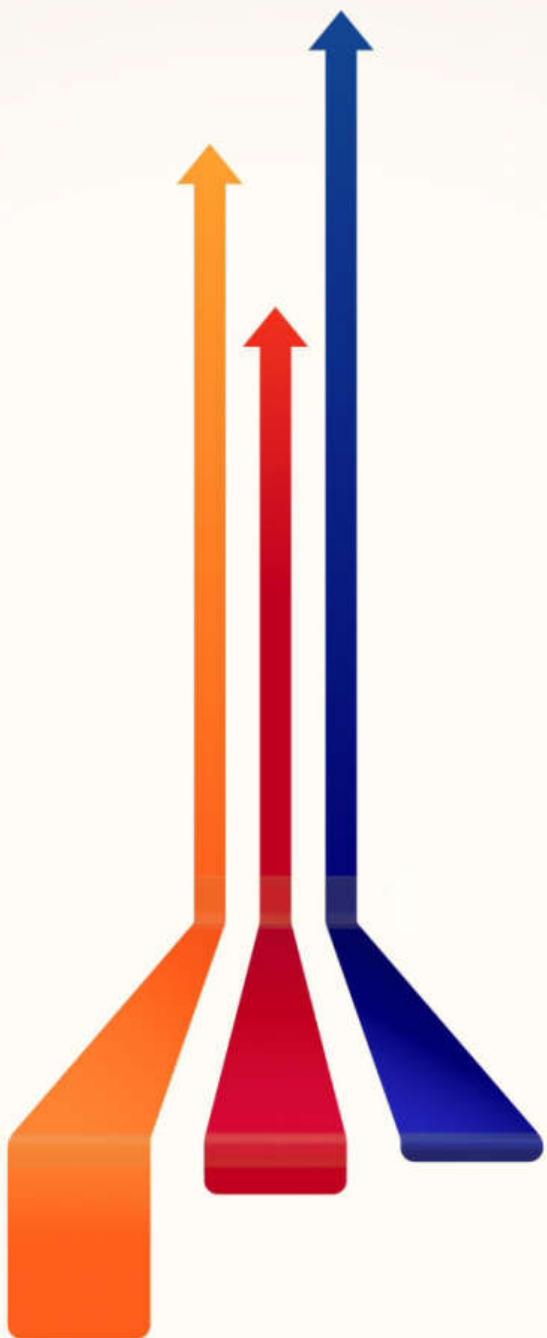


To trade or build as a business, there is only so much you can fund on your own.

Once you are a decent size and need to grow, it may be time to talk to an investor and obtain some funding. With this funding you can grow and offset some of the tasks in the business to employees and so on, thus enabling you to get big.

There are many professional investors who have tons of money and are actively looking for deals to invest in, and if only one out of every hundred business plans they receive gets funded, then entrepreneurs must be making some mistakes.

If you have an idea or a plan that isn't receiving the attention you'd like from the investment community, chances are you're committing one of the top six most common mistakes that entrepreneurs make when looking for funding. Hopefully this list will help you to get that funding.



"The key is to find a manageable, specific, targeted niche. Without a focused niche, you'll find that attracting serious investment capital is difficult, if not impossible."

Photo: Shutterstock.com

1. It's not about the product

Entrepreneurs have a tendency to fall in love with their ideas, just as parents fall in love with their babies. Any time we're in a creation mode, whether it's an idea for a new business or in a negotiation, we tend to believe that because it's ours, it's simply the best. That is, we tend to be blinded by our own brilliant idea.

Every investor knows that the concept is merely one of the ingredients that goes into a successful business. Furthermore, they'll tell you that the product or service you're proposing is one of the least important ingredients in the mix.

Nevertheless, inventors' and entrepreneurs' fixation on the product remains largely undaunted. They think that because it's faster, cheaper, stronger, longer-lasting, lighter, tastier or more convenient that it will automatically be a smash hit. Nothing could be further from the truth.

Numerous successful companies have been built around products that are none of the above. Direct competitors realise it's not about the product; it's about the business acumen of the people running the companies. It's about the niche, the positioning, the marketing and the systems.

Dreaming up the idea is the easy part. Implementing it is where the real work begins — it's all about execution.

2. You don't know your market

Products don't sell themselves. There's no such thing as 'if you build it, they will come'. That was a clever line from a movie, but in the business world figuring out who your market is, how big it is, and how you'll talk to it is everything.

My formula for success consists of three simple steps: find out what people want, go and get it, give it to them. Your business should focus on three things: people, process and product.

The first step is to figure out what people want. You must know where your customer is in pain and be able to prove to yourself and an investor that your product addresses the customer's problem. If you don't have a proof of concept, raising money will probably be relegated to your friends and family — the only ones who don't want to hurt your feelings by telling you that you don't have a clue. No one will buy anything if it doesn't meet their needs.

If the market is too narrow or small, it limits the potential size of your company. The broader the potential market, the greater the likelihood you'll attract serious attention and competition once you get on the big boys' radar. If the market is too broad, it's hard to focus, especially in a start-up mode. The key is to find a manageable, specific, targeted niche. Without a focused niche, you'll find that attracting serious investment capital is difficult, if not impossible.

Find your niche and exploit it. ➤

3. You haven't been there, done that

Too many entrepreneurs are all talk and no game. They talk a good talk, but have never been there and done that.

Investors require that management have a track record. Money follows management. As a well-known venture capitalist on the Gold Coast says, "it's always about the jockey, not the horse".

Investors are risk-takers, but they like to quantify and mitigate as many of these risks as possible prior to making a bet.

Most investors will not compromise on the quality of the management team. If you're an entrepreneur and have no experience, it's incumbent upon you to surround yourself with people who have been around the track before. Business people who have shown expertise in starting, building, growing and running a company in your field are crucial for success.

All deals hit roadblocks and have problems. The management team is responsible for making the decisions that result in the financial performance of the company. All other things being equal, if the team makes good decisions, the company will have good numbers. Bad decisions will turn into bad numbers.

4. It's not about the projections

Projections are not facts and are therefore cause for healthy scepticism on the part of professional investors. Projections are the worst kind of lie, because the forecaster often believes them. If you believe your own lie, you have no chance of getting to the truth.

Many entrepreneurs spend more time working on the projections than they do on figuring out if anyone wants their product. Projections without good, detailed notes and well-founded assumptions are meaningless. And notes and assumptions are only as good as the management team who will be making decisions for the company.

Bottom line: market research and management are much more important than projections.

5. You must add value

To be successful in any business, you must provide the customer with some identifiable value-add. You must scratch some itch or alleviate some pain the consumer has. You must solve a problem.

However, simply solving the problem isn't the final answer. You must solve it so that consumers feel that their money is worth less to them than the value of your product. If consumers don't think your product is more valuable than their money, they won't buy it. Focus on what your product does for your customers. Remember, price is what they pay; value is what they get.

Your business model must do more than solve a problem. Value creation is the profits your business creates for the investors. No business can survive long-term without creating both a value-add for the customer and subsequent value creation for the investors.

6. You thought you had no competition

Thinking you have no competition is the kiss of death. Everyone has competition, whether direct or indirect, which

competes for the consumers' dollars. Knowing who your competition is and what their strengths and weaknesses are will enable you to position your company in the marketplace.

Some entrepreneurs actually believe that since no one else is doing exactly what they're doing, they must have no competition. That's the wrong way to look at things. You will always have competition for customers, even if the products aren't exactly the same.

Not only that, you want competition. Investors know that without competition, you also don't have a market that's educated about what you're selling. The job of informing a marketplace that you're open for business is one thing. Trying to explain to the marketplace a brand-new concept that has no parallels or similarities to anything else is another.

If you have competition, you know that somebody else has figured out a way to make money. Your job is to tell the marketplace how you have improved upon the solution for their pain. Be a disruptor.

Competition proves you're viable. Embrace it and assess it realistically.

Starting a new company and raising the required capital to fuel its growth requires flexibility. Finding out what they want, whether 'they' is the customer or the investor, requires the entrepreneur to suspend judging others and the need to be 'right'. It requires the entrepreneur to listen.

The best advice is the simplest: you can't go wrong if you treat other people the way you'd like to be treated — oh, and, of course, tell them how long it will be until they get their money back. Every investor wants to know that! **FP**



ANTHONY 'MITCH' MITCHELL

Anthony 'Mitch' Mitchell is the founder and CEO of Finance Fitness Coaching. He has more than 12 years' lending experience as a mortgage broker/finance strategist, with a Diploma in Financial Services (Finance & Mortgage Broking Management). He has been in the top 200 mortgage brokers in Australia for a number of years in a row and has been involved in more than \$350 million worth of property transactions during the past 10 years. As Australia's leading property structuring finance strategist, Mitch specialises in helping people create wealth through property and business.

www.financefitnesscoaching.com.au



CALENDAR OF EVENTS



CamelBak Highland Fling

7-8 November 2015
Bundanoon NSW

[www.wildhorizons.com.au/
highland-fling](http://www.wildhorizons.com.au/highland-fling)

Medibank Melbourne Marathon Festival

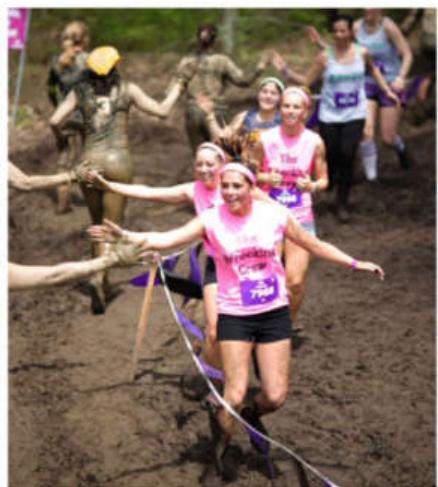
18 October 2015
Melbourne

www.melbournemarathon.com.au

Run For A Wish

17 October 2015
Launceston, Tasmania

www.runforawish.com.au



Triathlon Pink & Fun Run Pink

10 October 2015
Sydney
www.triathlonpink.com.au

Spartan Race

10 October 2015
Sydney
www.spartanrace.com.au

Mudderella

November 7 2015
Melbourne
www.mudderella.com

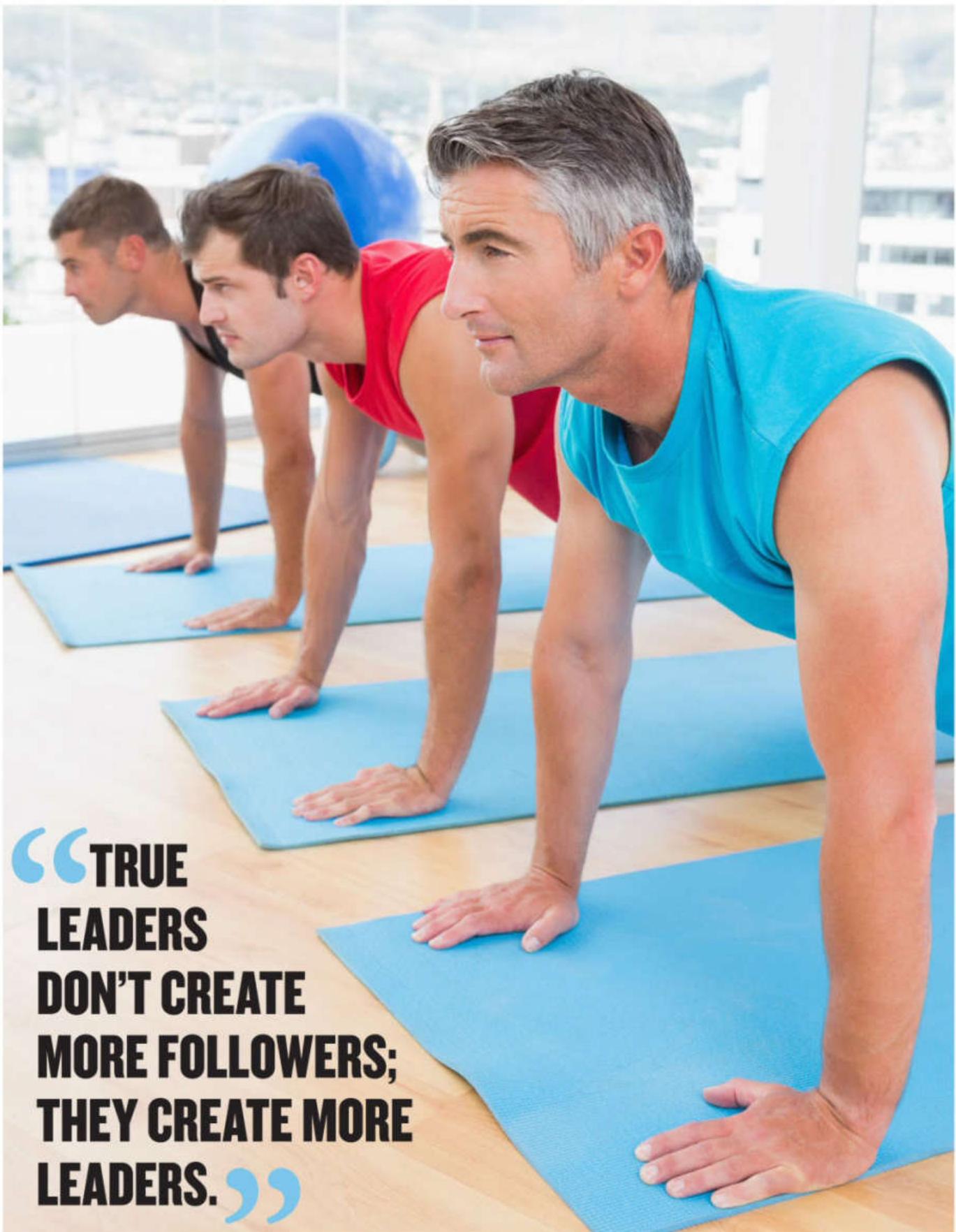


Photo: Shutterstock.com

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THEY CREATE MORE
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